



# Mayor & City Council

## Workshop Session

~ Agenda ~

City of College Park  
3667 Main Street  
College Park, GA 30337

<http://www.collegeparkga.com>  
404-669-3756 (Main)

Experience College Park  
Georgia's Global City

---

**Monday, March 21, 2022**

**6:00 PM**

**Council Chambers**

---

1. Presentation to provide an update on the public school district from Superintendent Dr. Morcease J. Beasley. See memorandum dated March 16, 2022, from City Manager Darnetta Tyus.
2. Presentation on findings from Willingham Corridor Livable Center Initiative (LCI) study, a collaborative effort amongst the City of East Point, the City of College Park, the City of Hapeville, and the Aerotropolis Atlanta Alliance.
3. Finding the Flint Headwaters Update



# CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

## WORKSHOP AGENDA ITEM

DOC ID: 9190

**DATE:** March 16, 2022

**TO:** The Honorable Mayor and Members of City Council

**FROM:** Darnetta Tyus, City Manager

**RE:** Presentation on the Public School District from Dr. Morcease J. Beasley.

**PURPOSE:** Presentation on the Public School District from Superintendent Dr. Morcease J. Beasley. See memorandum dated March 16, 2022, from City Manager, Darnetta Tyus.

**REASON:** Presentation Only

**RECOMMENDATION:** Presentation Only

**BACKGROUND:** NA

**COST TO CITY:** NA

**BUDGETED ITEM:** NA

**REVENUE TO CITY:** NA

**CITY COUNCIL HEARING DATE:** March 21, 2022

**CONSIDERATION BY OTHER GOVERNMENT ENTITIES:** NA

**AFFECTED AGENCIES:** NA

**RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION:** NA

**REQUIRED CHANGES TO WORK PROGRAMS:** NA

**STAFF:** NA

**ATTACHMENTS:**

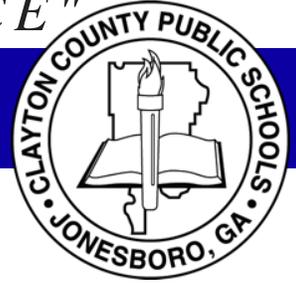
- Clayton County Public Schools District Overview 2021-2022 01252022 (1) (PDF)

**Review:**

- Darnetta Tyus Completed 03/08/2022 8:50 AM
- Sonya Harold Completed 03/11/2022 11:02 AM
- Darnetta Tyus Completed 03/11/2022 11:12 AM
- Mayor & City Council Pending 03/21/2022 6:00 PM

# "COMMITTED TO HIGH PERFORMANCE"

# Clayton County Public Schools



## Clayton County Public Schools District Overview

Clayton County Public Schools (CCPS) is fully accredited through Cognia. The district offers a focused world-class program based on a challenging curriculum which is taught from pre-kindergarten through 12th grade. Serving over 50,000 students, Clayton County Public Schools is ranked among the 100 largest school districts in the U.S. and is the fifth-largest school system in Georgia. Made up of 67 schools and a variety of programs, the school system has over 7,200 employees. Established with a district-wide theme of Committed to High Performance, CCPS is providing boundless opportunities for its students to be prepared to live and succeed in a global economy through an innovative, technology-based, STEM & STEAM approach to education.



The school district is located just 17 miles from Downtown Atlanta and Clayton County houses the world's busiest airport – Hartsfield-Jackson International Atlanta Airport. CCPS offers a variety of learning options such as traditional schools, fine arts magnet schools and/or programs, Career, Technical, and Agricultural (CTAE) Pathways, the International Baccalaureate Program, the Cambridge International Program, online/virtual courses, and Gifted Education Programs. The school district also provides state-of-the-art facilities for community and district growth including the Clayton County Public Schools Performing Arts Center and the S. Truett Cathy Professional Learning Center.

## 2011-2021 Graduation Rates

| Entity/School            | 2011   | 2012 | 2013 | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  | Change |
|--------------------------|--|------|------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| State                    | 67.5   | 69.7 | 71.8 | 72.5  | 78.8  | 79.2  | 80.6  | 81.6  | 82    | 83.8  | 83.7  | -0.1   |
| System                   | 51.5   | 53.6 | 55.8 | 60.3  | 66.4  | 69.1  | 69.6  | 71.71 | 72.7  | 76.6  | 76.0  | -0.6   |
| Drew                     | N/A  | 54.3 | 50.6 | 63.0  | 56.8  | 59.8  | 62.2  | 70.34 | 73.7  | 75.2  | 75.7  | 0.5    |
| Elite Scholars           | N/A  | N/A  | N/A  | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0    |
| Forest Park              | 42.5   | 48.7 | 51.8 | 47.9  | 59.4  | 66.5  | 63.2  | 70.24 | 72.0  | 74.7  | 75.6  | 0.9    |
| Jonesboro                | 58.5   | 54.0 | 64.6 | 65.2  | 75.8  | 74.8  | 76.8  | 76.90 | 78.7  | 80.1  | 85.7  | 5.6    |
| Lovejoy                  | 61.1   | 72.7 | 67.1 | 66.9  | 73.5  | 70.8  | 68.6  | 83.24 | 86.0  | 87.2  | 82.1  | -5.1   |
| Morrow                   | 51.3   | 61.7 | 59.0 | 60.6  | 67.3  | 72.5  | 73.6  | 80.56 | 80.8  | 82.4  | 83.6  | 1.2    |
| Mt. Zion                 | 56.6   | 51.3 | 59.0 | 66.6  | 66.1  | 57.8  | 71.6  | 83.20 | 85.9  | 87.9  | 87.4  | -0.5   |
| Mundy's Mill             | 57.9   | 56.4 | 58.1 | 72.3  | 72.9  | 78.1  | 71.9  | 81.50 | 84.4  | 85.8  | 85.9  | 0.1    |
| North Clayton            | 48.8   | 50.3 | 49.6 | 48.5  | 52.8  | 68.2  | 64.3  | 71.36 | 77.2  | 77.1  | 81.3  | 4.2    |
| Riverdale                | 53.6   | 43.1 | 48.0 | 66.7  | 77.5  | 74.2  | 79.9  | 80.66 | 83.3  | 86.5  | 86.8  | 0.3    |
| Stilwell Performing Arts | N/A  | N/A  | N/A  | N/A   | 100.0 | 100.0 | 99.2  | 100.0 | 100.0 | 99.3  | 100   | 0.7    |
| Perry Career Academy     | <i>Designated as alternative high school in 2018</i> |      |      |       |       |       |       | 34.69 | 35.06 | 50.5  | 34.5  | -16    |

2021 marks the first time 9 of 12 Clayton County High Schools have achieved graduation rates above 80%.

## Clayton County Public Schools Defines High Performance

High Performance means the implementation and sustaining of focused and intentional actions that create a healthy organizational culture that consistently results in measured outcomes that exceed prior, predicted, planned, expected or average outcomes and one that normalizes improved, gap-closing achievement outcomes for all students and groups from one measurement or period of time to the next.

## Strategic Goals

- To increase and accelerate academic achievement in all content areas and literacy levels for all scholars, to include students in all special programs, in Clayton County Public Schools as evidenced by local, state, national, and international assessment results
- To recruit, develop, and retain highly qualified and effective staff
- To create an equitable and safe environment that promotes active engagement, communication, accountability, and collaboration of all stakeholders to maximize student achievement
- To provide high quality, equitable support services delivered within budget to promote high performance in the Clayton County Public Schools
- To create and assess equity metrics that include dedicated resources, both fiscal and human capital, instructional programming, organizational structures, policies, etc.
- To establish a creative district where scholars and the community have access to the arts and cultural experiences and resources that support collaborative and individual creative pursuits

## Belief Statements

We believe children have the first priority and right to all fiscal and human resources.

We believe educational practices should be equitable and multicultural with the understanding that education is the shared responsibility of the scholar, the parent/guardian, the school, and the community.

We believe communication and understanding among all stakeholders of our diverse community are essential to achieving the goals of education.

We believe that learning is a continuous process and most productive when the needs of each child are met through high-quality instruction provided by competent and caring adults.

We believe in a learning environment where it is essential that everyone is safe and secure and experiences care, dignity and respect.

We believe that arts and culture cultivate the whole child, gradually building literacy while developing imagination, skill, reasoning, and intuition into unique forms of expression and communication.

We believe that equality is a fundamental human right and a necessary foundation for scholars everywhere.

We believe that integrating financial literacy education throughout the K-12 experience represents a promising opportunity to reach scholars at pivotal points in their development and financial lives.

## Vision Statement

The vision of Clayton County Public Schools is to prepare ALL graduates to have the skills to pursue and accomplish college, post-secondary training, and/or career opportunities in order to live and compete successfully in a global society.

## Mission Statement

The mission of Clayton County Public Schools is to empower scholars to achieve academic, professional and personal goals by providing equitable access and experiences that build skills in literacy, creativity, critical thinking and collaboration.

## CCPS Schools

| Elementary    | Middle           | High            |
|---------------|------------------|-----------------|
| Anderson      | Lake Ridge       | *7 Pillars      |
| Arnold        | Lee Street       | *Ash Street-    |
| Brown         | Marshall         | South Metro     |
| Callaway      | McGarrah         | Adamson         |
| Church Street | Morrow           | Babb            |
| East Clayton  | Mt. Zion         | *Elite Scholars |
| Edmonds       | Mt. Zion Primary | Forest Park     |
| Fountain      | Norhcutt         | Jonesboro       |
| Harper        | Obama STEM       | Kendrick        |
| Hawthorne     | Oliver           | Morrow          |
| Haynie        | Pointe South     | Riverdale       |
| Huie          | Riverdale        | Stilwell        |
| Jackson       | River's Edge     | Mundy's Mill    |
| Kemp          | Smith            | North Clayton   |
| Kemp Primary  | Suder            | Pointe South    |
| Kilpatrick    | Swint            | Rex Mill        |
| King          | Tara             | Riverdale       |
| Pace          | Unidos           | Roberts         |
| Lake City     | *Utopian         | Sequoyah        |
|               | West Clayton     | White Academy   |

\* Denotes Elite Scholars and Ash Street - South Metro as 6-12 Schools  
 \* Denotes Perry Career Academy and Ash Street - South Metro as Alternative School  
 \* Denotes Utopian and 7 Pillars as Charter Schools

## By The Numbers - Jan. 25, 2022

### Student Total - 52,461

Male- 50.34% Female- 49.66%

| Ethnicity        | Total  | Percentage |
|------------------|--------|------------|
| African American | 36,113 | 68.84      |
| Hispanic/Latinx  | 12,224 | 23.30      |
| Asian            | 1,644  | 3.13       |
| Multiracial      | 1,494  | 2.85       |
| Caucasian        | 812    | 1.55       |
| Other            | 174    | <1.0       |

### Cultural Diversity

23% of students speaking other languages  
 72+ Languages Spoken in District

### Employees/Teachers (2021-2022)

7,203 Employees  
 3,201 Teachers  
 63% Teachers with Advanced Degrees

### Operations

FY 22 Budget  
 \$744 Million

Maint. & Const.  
 3,700 Instr. Units  
 8.5 Million Sq. Ft.

School Nutrition  
 4.4 Million Meals & Snacks Served  
 100% Free Meals

### Transportation

680+ Vehicles  
 457 Buses  
 333 Daily Routes  
 19,000 Students Transported

### Athletics

20 Offered Sports

## School Choice & Magnet Opportunities

Aeronautical Sciences  
 AP Capstone Schools  
 Business Administration  
 Cambridge Assessment International  
 Dual Language Immersion  
 Early College  
 Engineering  
 Film & Media  
 International Baccalaureate

Mathematics & Computer Science  
 Medical Sciences  
 Pharmaceutical  
 Political Leadership  
 Science, Technology & Mathematics  
 Visual & Performing Arts

## CONNECT WITH US

SCAN TO VISIT OUR WEBSITE



- @CCPSNEWS
- @CCPSNEWS
- @CCPSNEWS

# Portrait of a Clayton County Public Schools Graduate

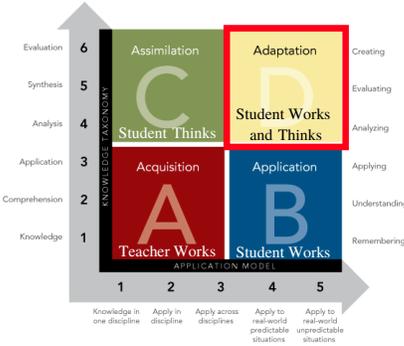
## Clayton County Public Schools' graduates will be able to...

- read proficiently and critically in order to use knowledge to solve problems;
- communicate effectively when writing and speaking;
- demonstrate noble character as an engaged, well-rounded citizen;
- exude self-awareness, self-management, and self-confidence;
- leverage technology efficiently and creatively;
- lead, collaborate, and contribute to a team and community;
- manifest passions into realities; and
- exhibit cultural awareness and responsiveness and international competitiveness in order to adapt and keep pace with an ever-evolving world.

# Clayton County Public Schools Commitment to High Performance

- Elite Scholars Academy (ESA) has been listed as the "Best Middle School" in the state of Georgia by the United States News & World Report! According to the report, this distinction is created using the students' performance data on state-required tests, graduation, and how well the school prepares students for high school. U.S. News is cited to have analyzed nearly 103,000 pre-K, elementary and middle schools in the creation of this report.
- Kay R. Pace Elementary School of the Arts is among the top 30% of the "Best Elementary Schools" in the state of Georgia and the Best Elementary School in Clayton County as ranked by the United States News & World Report!
- Six CCPS Schools have earned National Magnet School Certification from Magnet Schools of America. These schools include Kay R. Pace Elementary School of the Arts, Unidos Dual Language Elementary School, M.D. Roberts Middle School, Elite Scholars Academy, M.E. Stilwell School of the Arts, and Morrow High School. These are the only nationally certified magnet schools in the state of Georgia.
- Reestablishment of Clayton County Public Schools Foundation Incorporated; raised over \$1,000,000 in four years and provided over 500 scholarships to CCPS Graduates.
- Stilwell School of the Arts and Elite Scholars Academy (ESA) continues to earn selections to Top Schools in Georgia Rankings established by U.S. News and World Reports. ESA & Stilwell ranked 18th and 28th respectively.
- In 2019 CCRPI Data indicated that 28 CCPS schools reported scores that were higher than their scores reported in 2018. Five CCPS schools outperformed the state's overall score of 75.9. They were Elite Scholars Academy (94.9), Stilwell School of the Arts (91.4), Elite Scholars Academy Middle (91.0), Kay R. Pace Elementary School of the Arts (79.2), and Thurgood Marshall Elementary School (76.2). The district-wide score is reported at 62.4. An updated calculation for the 2018 CCRPI made comparisons with prior years not possible or valid. Data from the 2020 School Year is not calculated due to COVID.
- Accelerated the Implementation of the "Extending Learning Beyond the Classroom" program to ensure access for all students during the COVID-19 Pandemic. The program provided 38,000 new laptops and devices to students.
- Expansion of SUMMERT.I.M.E. STEM Summer Camps for students in grades K-11. Also, enhanced the district's STEM approach to implementing a STEMulating Culture of High Performance by infusing the STEM mindset into all content/subject areas in all grade levels
- Clayton County Public Schools offers Dual Language Immersion Programs at Kilpatrick Elementary School (Spanish), Mt. Zion Primary School (Spanish), Mt. Zion Elementary School (Spanish), Unidos Dual Language Elementary School (Spanish), and Morrow Middle School (Spanish).
- Expansion of School Choice, Advanced Placement Classes and CTAE Programs at various schools and increased number of students in Advanced Placement courses and participation in Dual Enrollment Programs as well as purchased additional reading and math online tools (i-Ready, Achieve3000, and Odysseyware) to eliminate students' reading and math skill deficits and improve outcomes.
- Arnold Elementary School, Suder Elementary School, and Elite Scholars Academy have been granted full eligibility to join the Cambridge Assessment International Education organization as well as Lee Street Elementary School has been awarded International Baccalaureate Program candidacy. Jonesboro Middle School and Jonesboro High School are currently seeking candidacy to join the International Baccalaureate Program.
- Riverdale High School partnered with Devry University's Advantage Academy for Network Administration. This partnership allows selected students to earn an Associate of Science degree in Network Systems Administration while simultaneously enrolled in their junior and senior years of high school.
- Brown Elementary School is the first elementary school in CCPS to earn the COGNIA STEM Certification which is valid for five years.
- Successful openings of new Michelle Obama STEM Elementary Academy (2021) and newly renovated/constructed Jonesboro High School (2021) and Safety & Security Headquarters and Hines Ward Field (2020).
- Nine district schools were named by State Schools Superintendent Richard Woods as Advanced Placement Honor Schools for 2021. CCPS Schools include Elite Scholars Academy, Martha Ellen Stilwell School of the Arts, Morrow High School, Jonesboro High School, Mt. Zion High School, North Clayton High School, Forest Park High School, Charles R. Drew High School, and Mundy's Mill High School.
- All traditional CCPS high schools are eligible to award International Skill Diploma Seals (ISDS). ISDS's are awarded to students who complete the international education curriculum and engage in extracurricular activities and experiences that foster the achievement of global competencies.
- All CCPS high schools are eligible to award the Georgia Department of Education (GaDOE) Fine Arts Diploma Seal. Awarded to graduating high school seniors, this diploma signifies students who have completed a Georgia Fine Arts Pathway, Creative Industry Skill Focus Course, Community Arts Partnerships, Written Reflection, and a Fine Arts Portfolio.
- Increased professional development programs and the continuation of district-wide and school-based mentoring programs. Professional development programs focused on developing staff in areas of content, pedagogy, and leadership capacity with the district beginning to address the areas of social-emotional learning (SEL) and mental health or wellness training for staff.
- Expanded robust number of prominent business/corporate, community, collegiate, faith-based and governmental partnerships to strengthen partners in education support to the school district.

## Rigor and Relevance Framework



CCPS goal is to move ALL students to *Quadrant D!*

## BOARD OF EDUCATION

Jessie Goree  
**Chair**

Benjamin Straker  
**Vice-Chair**

Mary Baker  
Jasmine Bowles  
Mark Christmas  
Dr. Deatrice "Dee" Haney  
Sabrina Hill  
Joy Tellis Cooper  
Victoria Williams

Dr. Morcease J. Beasley  
*Superintendent/CEO of Schools*

## Career, Technical & Agricultural Education (CTAE)

| Workforce Ready                           | 2- Year College  | 4-Year & Advanced College   | Entrepreneurial Ventures   | Military   |
|---|--|---|--|--|
| Credentials<br>Certificates<br>Licensures | Credentials<br>Certificates<br>Licensures<br>Associates Degree<br>Professional Degree<br>Specialist Degree | Credentials<br>Certificates<br>Licensures<br>Associates Degree<br>Bachelors Degree<br>Masters Degree<br>Doctoral Degree | Credentials<br>Certificates<br>Licensures<br>Consultant<br>Sub/Contractor<br>Self-Employment<br>Start Up | Credentials<br>Certificates<br>Licensures<br>Advanced<br>Ranking |

**A CTAE Completer can attain Industry Recognized Credentials**

**93% CTAE GRADUATION RATE!**

**SCAN THE CODES BELOW TO LEARN MORE ABOUT . . .**



CTAE PATHWAYS



SCHOOL CHOICE



SPLOST & CONSTRUCTION

# COMMITTED TO HIGH PERFORMANCE!



# CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

## WORKSHOP AGENDA ITEM

DOC ID: 9541

**DATE:** March 16, 2022

**TO:** The Honorable Mayor and Members of City Council

**THROUGH:** Darnetta Tyus, City Manager

**FROM:** Artie Jones, Director of Economic Development

**RE:** Willingham Corridor LCI presentation

In May 2021 staff began working with representatives from the City of East Point, the City of College Park, the City of Hapeville, and the Aerotropolis Atlanta Alliance to reexamine land uses within the Willingham Corridor through the LCI grant provided by the Atlanta Regional Commission (ARC). Project Manager Jon Tuley and team will be presenting the findings of study to the College Park Mayor and City Council.

### ATTACHMENTS:

- Appendix to Willingham LCI Study (PDF)
- Willingham Corridor Improvement Study\_Final Draft (PDF)

### Review:

- Artie Jones Completed 03/16/2022 11:20 AM
- Sonya Harold Completed 03/16/2022 11:25 AM
- Darnetta Tyus Completed 03/16/2022 1:41 PM
- Mayor & City Council Pending 03/21/2022 6:00 PM



# APPENDIX



# WILLINGHAM CORRIDOR IMPROVEMENT STUDY

MARKET ANALYSIS REPORT

DECEMBER 2021

---

# Table of Contents

---

|                   |           |
|-------------------|-----------|
| Executive Summary | <b>4</b>  |
| Market Analysis   | <b>14</b> |
| Site Analysis     | <b>46</b> |

# Study areas for this analysis were selected to provide context for the Willingham Corridor study area, the Tri-Cities, and comparable nearby communities.

## STUDY AREAS

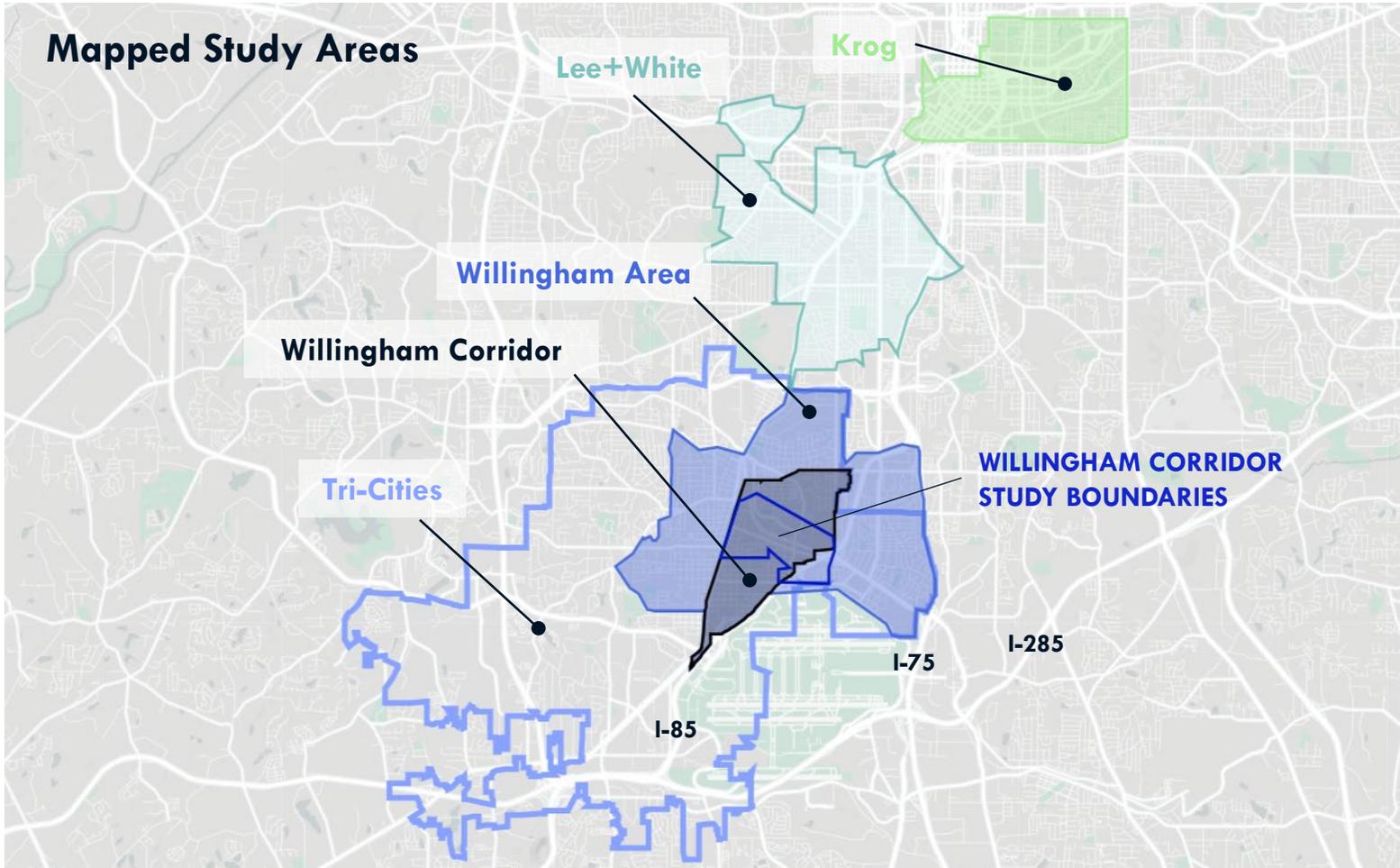
Primary: Willingham Corridor

Secondary:

- Larger Willingham Area
- “Industrial Redevelopment Areas”, including Lee+White and Krog

Tertiary: Tri-Cities

Note that the real estate supply and pricing analysis will examine places adjacent to Willingham to understand the market in comparable areas. The Willingham Corridor analysis area includes the two census tracts that contain all residents within the Willingham Corridor Study Boundaries.



# Executive Summary

Market Analysis

Site Analysis + Recommendations

# Demographics and Workforce Summary

## DEMOGRAPHICS

- **Population loss has stabilized** over the past decade after years of decline, with the **pace of income growth almost double** that of the Tri-Cities as a whole.
- Neighborhoods directly south of the Willingham Corridor have **diverged demographically** from neighborhoods to the north since 2010, with much higher income growth and college attainment.
- The number of households with at least one **bachelor's degree has doubled** since 2010, rising from 15% to 30%.

## EMPLOYMENT

- Medical, waste management/remediation and scientific/professional services have been the fastest growing industries since 2010.
- Transportation and warehousing saw the largest employment losses between 2010 and 2020.

# Office development has been slow in recent years, but the area north of the airport continues to show potential as a growing office sub-market.

## OFFICE KEY FINDINGS

- Prior to COVID-19, **low vacancies and rising rents** at major office projects like Hartsfield Center (\$27 psf) and Porsche's North American HQ have encouraged developers to **consider new office construction north of the airport**, but vacancy has steadily increased over the past decade, which has only been exacerbated since 2020.
- Tenants are drawn to the Willingham Area because of **access to young workers, proximity to the airport, and short commutes**. The Willingham Corridor has seen a 59% increase in professional, scientific, and technical service jobs, an industry that traditionally occupies office space since 2010, but the overall share of jobs remains small with only 4.4% of all jobs in the Willingham Corridor.
- **Healthcare remains the largest employer** in the Willingham corridor, and grew 41% in the past decade. The other fastest growing industry, Waste Management and Remediation, is not a traditional user of office space.
- The Willingham area has seen **no new office development in recent years** and negative absorption, indicating poor demand. While absorption has been low, rents have steadily risen from \$16 psf in '16 to \$22 psf in '20.
- Despite the large number of office buildings around the airport, including the Delta Headquarters, the Willingham corridor has **few traditional office buildings**. Office north of Willingham is older and smaller than offices surrounding the airport.
- Developers note that the construction of new office would **require lease rates north of \$40 psf**, much higher than the current market rate.

# Multifamily housing could serve as a catalyst for redevelopment of the Willingham Corridor, but will require capitalizing on existing assets and developing new ones.

## RESIDENTIAL KEY FINDINGS

- **Multifamily housing is limited** in the Willingham area due to the corridor’s industrial makeup, though **new housing has been constructed on the periphery in all directions**, particularly near downtown Eastpoint, College Park, and Hapeville. Today, the area is dominated by single-family houses, many of which are over 50 years in age.
- **Willingham’s slow population growth** is reflected in the limited stock of new housing built in the area. Increasing housing prices, particularly in the neighborhoods south of the corridor, point to strong potential for future multifamily in the area.
- Two new multifamily projects have been built near Willingham since 2010, with multifamily vacancy continuing to decline. Rents have **continually increased since 2010, increasing from \$0.74 to \$1.03 in 2021**. Multifamily vacancy remains high, **however continued high absorption and steadily rising rents** have attracted attention from regional developers, like South City Partners’ new Hapeville mixed-use project.
- **The proximity to two MARTA stations** is a very important feature for residential development to capitalize on and will be important in branding efforts for the Willingham corridor.
- To build on recent success, the corridor must continue to evolve to take advantage of strong demographic growth and surrounding redevelopment, particularly around adding **walkable amenities to attract multifamily development**, like retail or park space. Enhancements in the quality of life and provision of local amenities should lower the risk of first-mover investors.
- There is likely to be major **environmental remediation needed** to address potential contamination from past land uses and **assemblage may be time consuming** due to the small size and disjointed ownership of many properties along the corridor.
- **A visionary development partner able to reimagine the corridor’s potential** will likely be necessary to advance early projects. Any partnership will require private developers to take a large risk by entering into this market first. **Public partners should be ready and able to commit resources** and capacity to advancing these partnerships and managing the risk of entry.

# Willingham does not have a robust retail environment and lacks the traffic crucial for many retail types but could support destination-based retail uses like Furniture and Home Furnishings that thrive in specialized districts.

## RETAIL KEY FINDINGS

- Today, Willingham Corridor serves as a **specialized retail district for auto repair** and lacks the retail diversity of adjacent corridors like Main Street, Cleveland Avenue, or Virginia Avenue.
- There has been **limited new retail development** in the Willingham area, with most of the new retail development concentrated in the Metropolitan Parkway to the northeast or within each of the Tri-Cities downtowns. Current retail building stock is **old and in poor condition**, with most built before 1980.
- **Willingham Drive lacks high traffic volumes, which decreases the viability of retail uses relying on high visibility.** These businesses will continue to be attracted to corridors with high traffic, like Covington Highway in Avondale and Main Street in East Point.
- Retail demand generated by local residents is relatively low compared to demand generated by local workers and airport visitors. **Drawing in local employees and airport visitors is crucial** to realizing retail redevelopment within the corridor. This potential customer base could support substantial retail development, if captured.
- While there has been little development, **vacancy remains low**, indicating that there is steady retail demand in the area.
- **Grocery stores, bars, and furniture stores** demonstrate the greatest supply/demand gap in the market today and have the greatest potential for success in the corridor.
- Retail uses supporting **furniture, home furnishing, and antique sales**, are good fits to be the first non-auto related retail in the corridor as these uses could easily inhabit the existing industrial building stock, tend to aggregate into specialized retail districts that do not rely on through-traffic visibility to draw in customers, and sit comfortably next to industrial uses.
- **The Decatur-Avondale area has undergone massive transformation** and has developed a niche for furniture and antique retail, along with a large farmers market and breweries.

# Willingham Corridor's current industrial spaces vary between light and heavy uses, most with relatively low rents.

## INDUSTRIAL KEY FINDINGS

- **Net absorption of industrial space has been high since 2010**, while only one project was delivered – pushing vacancies to 4% in 2020. Rent has steadily increased in this time, indicating strong demand for industrial space.
- The Willingham Corridor is home to a number of older warehouses and manufacturing, many of which are **currently under-utilized**.
- The Willingham Corridor's industrial features are a barrier to redevelopment. Uses such as recycling, chemical and heavy industrial manufacturing, and auto repair are nuisances due to **negative externalities including pollution**. The Willingham Corridor is also home to more compatible uses such as airplane catering and storage facilities, but these form a smaller share.
- The industrial spaces along the Willingham corridor **vary in both size and adaptability**. Two properties, close to downtown East Point, are currently for sale, and could offer the opportunity for redevelopment.
- Atlanta's West End **Lee + White industrial** adaptive reuse project serves as an example of what is possible when transportation and recreation infrastructure investments activate underutilized industrial real estate.

# The Willingham Corridor contains one of two major hotel hubs adjacent to the airport, but is located off of Willingham Drive and largely isolated from adjacent amenities and residential or retail uses.

## HOTEL KEY FINDINGS

- **The Willingham Corridor is home to hotels of all classes** due to its proximity to the Hartsfield-Jackson Atlanta International Airport. One of two major airport hotel clusters is located in the southern portion of the Willingham Study Area, but is noticeably separated from the largely industrial Willingham Corridor.
- Hotel uses are traditionally incompatible with surrounding industrial uses. Therefore, it is **unlikely that hotel uses would lead redevelopment** of Willingham Drive while industrial uses remain.
- The airport hotels have been a large economic driver on the east side of the Corridor, but they **have not attracted many amenities that could be used by local residents or employees**. Additionally, these hotel uses are largely disjointed from one another, lack cohesion with the surrounding residential neighborhoods, and are only accessible by automobile.
- **New transit modes** allowing access to this district and better **pedestrian infrastructure** could establish connectivity and position the corridor to capitalize on the existing hospitality node, similar to what has been achieved in College Park with the Georgia International Convention Center and SkyTrain.
- Prior to COVID, **hospitality revenue per room and occupancy had been steadily increasing for a decade**. As the hotels in the Willingham area are reliant on air travel, occupancy and RevPAR are expected to rebound as travel returns to pre-COVID levels.
- Studies have shown that prior to COVID there was sufficient mid to upscale hotels, but that the **area had a gap in limited-service hotel** development, indicating brands like Aloft would be successful here.

# Local developers and investors expressed that major residential, office, or retail redevelopment of the corridor is at least five-years away and will require some form of public assistance to mitigate the risk of being first in the market.

Through conversations with various developers regarding the potential for redevelopment of the Willingham Corridor, all indicated that redevelopment would require significant involvement from the City of East Point in both incentivizing development and rebranding the corridor. For each market use, a scoring matrix criterion was applied to identify developer readiness for investment.

## Developer Readiness Score Description

| SCORE | DESCRIPTION  |
|-------|--|
| 1     | Undergoing active disinvestment and is unlikely to attract investment within a ten-year timeline.  |
| 2     | Potential to undergo future disinvestment in the near-term, but has opportunities for redevelopment to attract future investment within a ten-year timeline. |
| 3     | Could be suitable for the right project and has potential to attract future investment within a five-year timeline.  |
| 4     | An emerging market and has potential to attract forward thinking development partners today.   |
| 5     | A developed market and is able to attract new ground-up construction from most developer partners today.   |

## DEVELOPER READINESS

### OFFICE: 2

One developer mentioned the importance of bringing semi-skilled jobs to the City of East Point would be a beneficial way to invest back into the community, but office development would likely need to happen through a public private partnership.

### MULTIFAMILY: 3

Developers noted that multifamily development along the corridor would be a high-risk project that would require some form of assistance from East Point. Multiple developers noted that there is a lack of neighborhood amenities that make this a desirable location for dense residential and the small lots complicate assemblage. Still, the potential to build off the thriving residential neighborhood south of corridor could present an opportunity for redevelopment with the right partner.

### INDUSTRIAL: 4

Developers saw the current heavier industrial uses as an impediment to future development on the corridor, and that rezoning away from heavy industrial will be an important component to any redevelopment efforts. It was also noted that lighter industrial uses such as bakeries and movie studios can be compatible with redevelopment and that a market existed today.

### RETAIL: 3

Developers mentioned that successful retail, along with quality of life improvements and greenspace amenities, could serve as the first step in transforming the corridor. One developer mentioned that the demographic trends are strong, but awareness of the area is lacking.

### HOSPITALITY: 5

Hotels are already a vital part of the Willingham Corridor Area's economy, and one developer noted that prior to COVID, hotels were doing extremely well. There is a strong market to develop limited-service hotels in the Willingham Corridor Area, though not directly on Willingham Drive without significant changes to the mix of uses and improves in the quality of life experience.

# Economic Development Goals

Through transformative mixed-use development and proximity to transit, the Willingham Corridor can create a new identity as the crossroad of the Tri-Cities area.



## Distinct Identity

A curated, unique retail program can add character and identity to the development and increase capture of demand.



## Active Public Realm

Creating a sense of place through programmed open space and an active public realm can serve to create a new node along the corridor.



## Transit Connectivity

Build off proximity to the East Point MARTA Station, as well as connecting to major employments and hospitality centers near the airport. However, only a small section of the corridor is within reasonable walking distance to this station. To leverage this benefit, the connection to downtown East Point will need to be walkable.



## Accessible Mix of Uses

A wide variety of use types would provide a distinct identity for the corridor, maintain its status as an industrial employer, and ensure Willingham continues as a place of employment for a variety of jobs.

# Corridor Opportunities and Challenges

Through transformative mixed-use development, proximity to transit, and public-private partnerships, the Willingham Corridor can create a new identity as the crossroad of the Tri-Cities area.

## + OPPORTUNITIES

1. Rising incomes and a growing professional service industry
2. Transit accessibility and Clayton Commuter Rail
3. Airport and Tri-Cities momentum
4. Building stock and availability of properties
5. Institutional partners at Hartsfield, Woodward Academy, etc.

## - CHALLENGES

1. Small lot size, unconsolidated ownership, existing nuisance uses
2. Tractor trailer traffic, lack of transportation infrastructure
3. Heavy industrial uses could limit long-term desirability of the corridor
4. Coordinating redevelopment between the three cities and airport offers a number of logistical challenges
5. No history of proactive acquisition and redevelopment within the corridor

Executive Summary

**Market Analysis**

Site Analysis + Recommendations

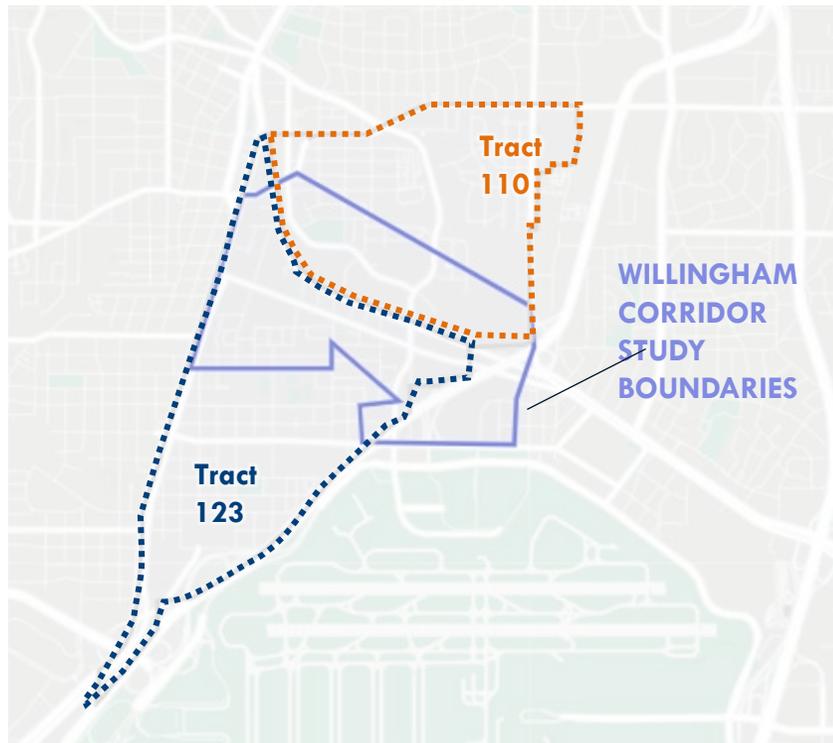
---

# Market Analysis

## **Demographics and Employment**

Tracts 110 and 123 have been used as a proxy for the immediate Willingham Corridor Study Area as these tracts split the residential portion of the study area.

The demographics within each of these tracts have diverged significantly since 2010, with Tract 123 seeing gains in households with higher median incomes. Tract 123's growth has been bolstered by Woodward Academy.



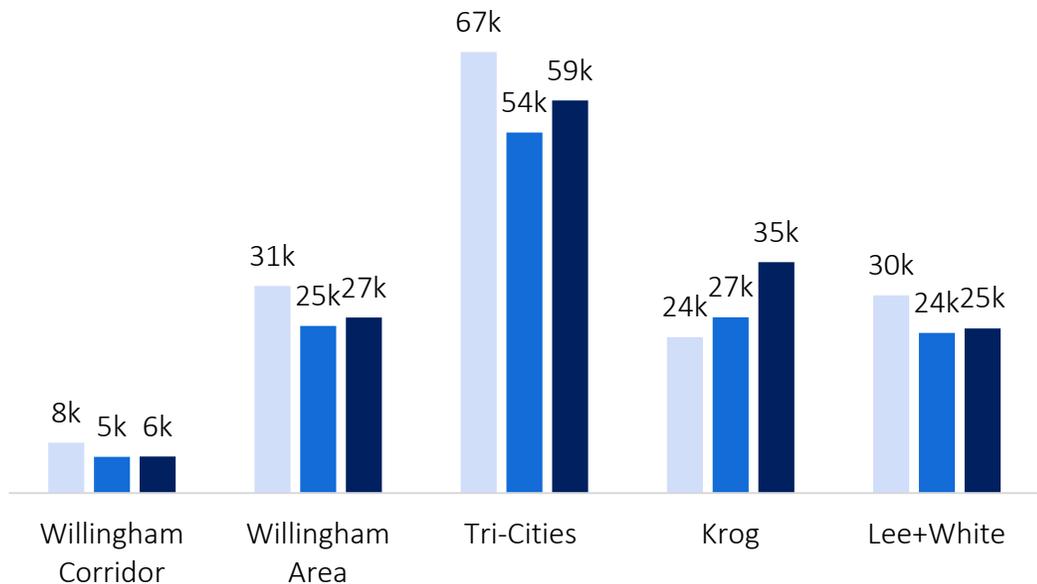
|                       | TRACT 123       | TRACT 110       |
|-----------------------|-----------------|-----------------|
| POPULATION            | 2,691<br>(2020) | 2,910<br>(2020) |
| HOUSEHOLDS            | 1,058<br>(2019) | 969<br>(2019)   |
| MEDIAN INCOME         | \$52k<br>(2020) | \$24k<br>(2020) |
| BACHELOR'S OR GREATER | 42%<br>(2020)   | 15%<br>(2020)   |
| MEDIAN AGE            | 41.2<br>(2020)  | 30.9<br>(2020)  |

Source: ESRI, 2020.  
HR&A Advisors, Inc.

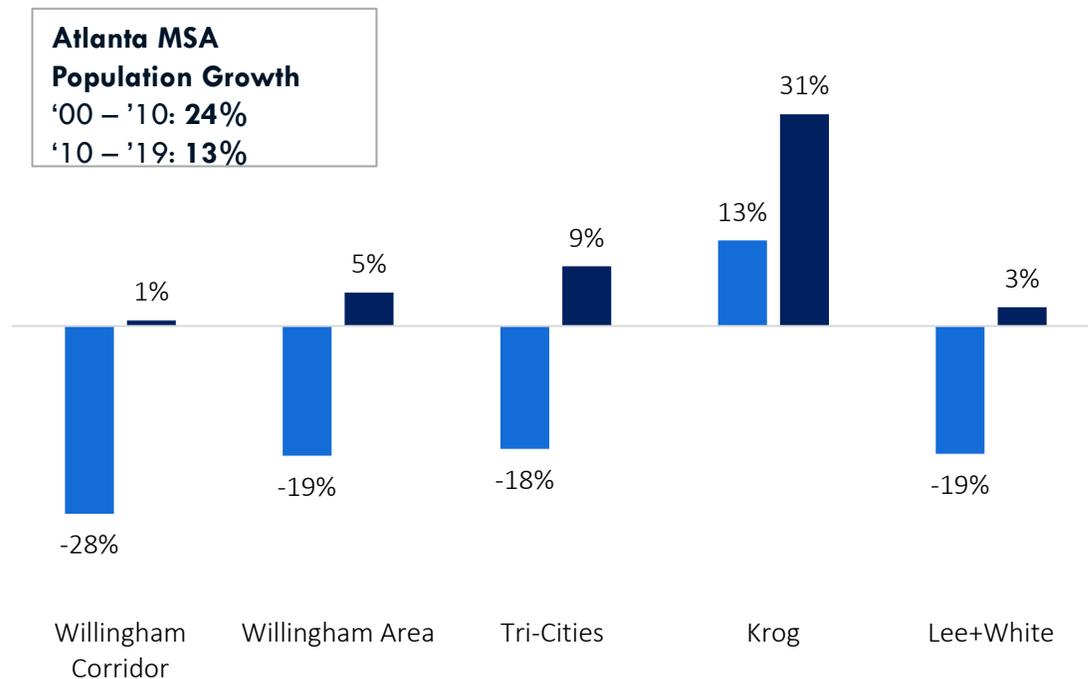
Like much of the Tri-Cities area, the Willingham Corridor lost significant population between 2000 and 2010, but this trend has reversed in the past decade.

The Willingham Corridor has yet to capitalize on Atlanta’s rapid population growth, but in recent years, the area has seen a population gain, indicating interest in the area.

Population Growth, 2000 - 2019



Population Growth as Percent Increase, 2000 - 2019

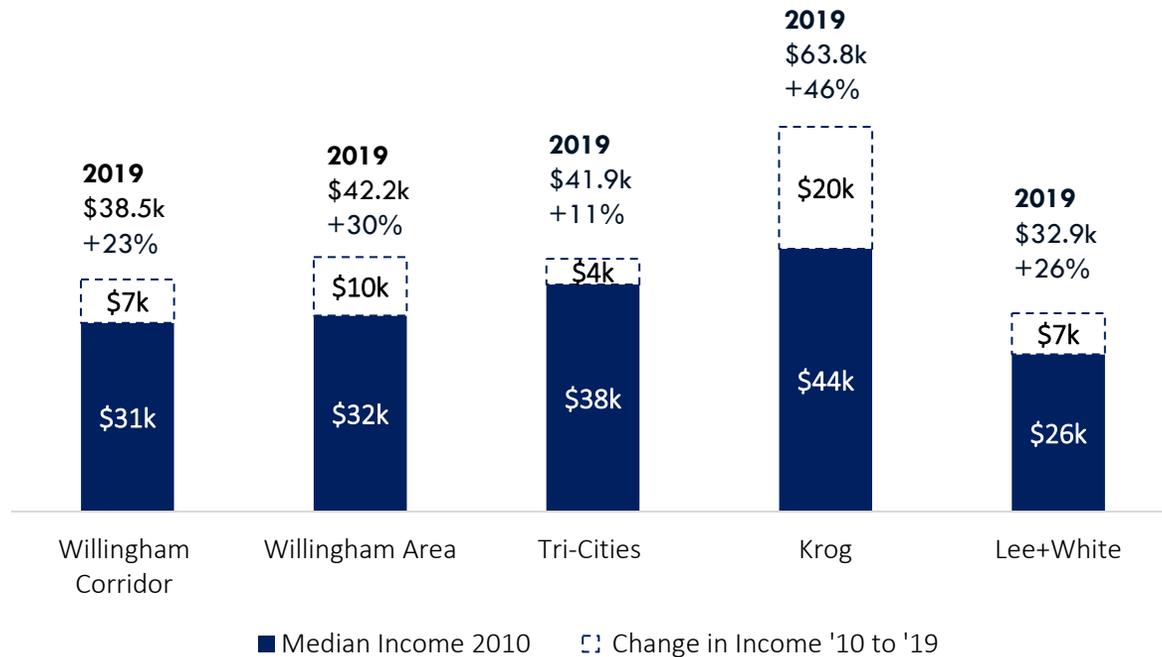


Source: Five-Year American Community Survey

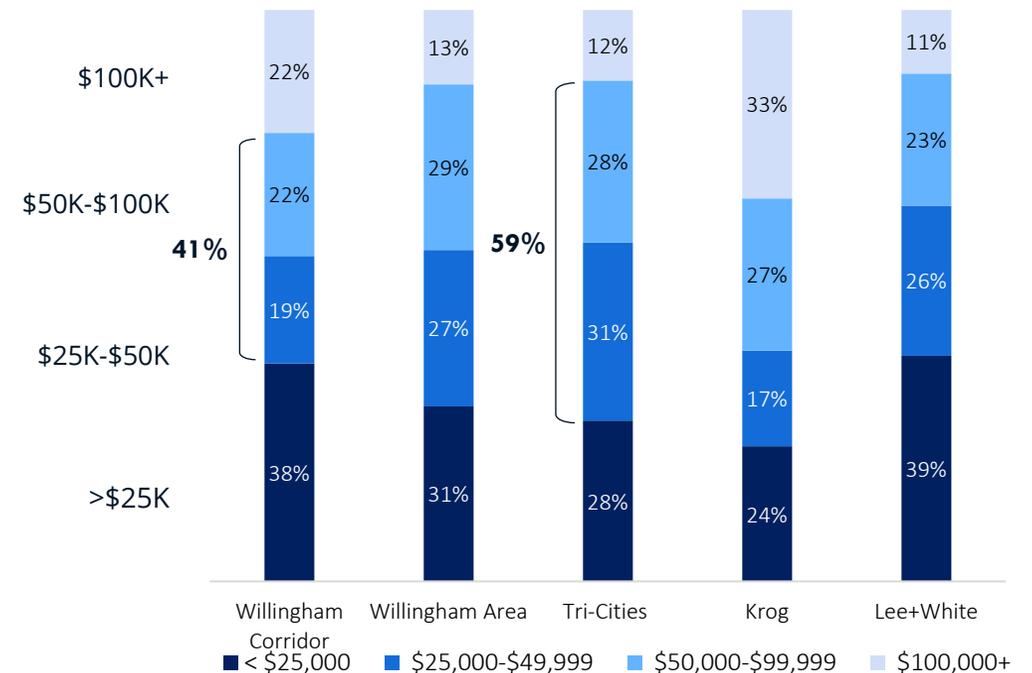
# Willingham Area incomes have surpassed the Tri-Cities since '10, but incomes are more unequally distributed compared to the greater Tri-Cities in both the Willingham Corridor and Willingham Areas.

The Willingham area has seen rapid income growth despite limited new residential and commercial development. This growth is largely being driven by the area south of Willingham Drive.

**Median Household Income Growth, 2010 - 2019**



**Median Household Income Distribution, 2019**

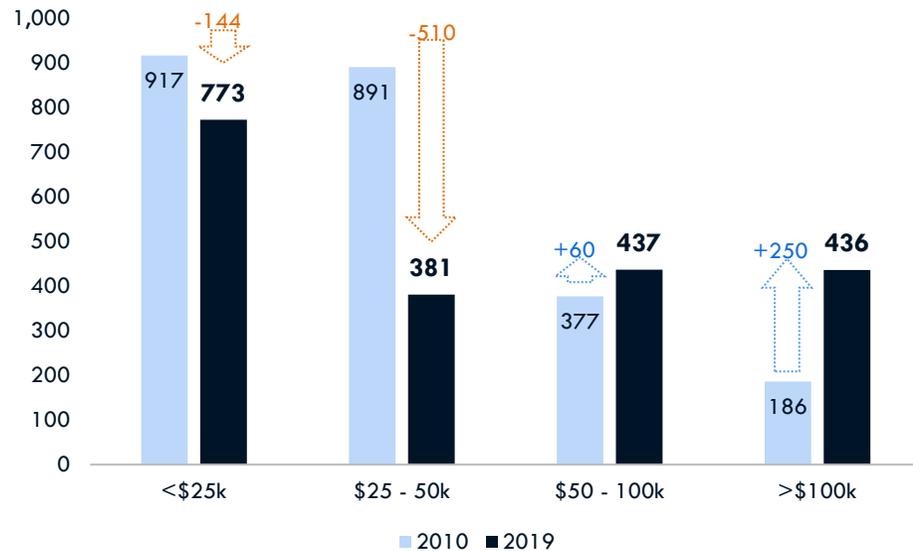


Source: Five-Year American Community Survey

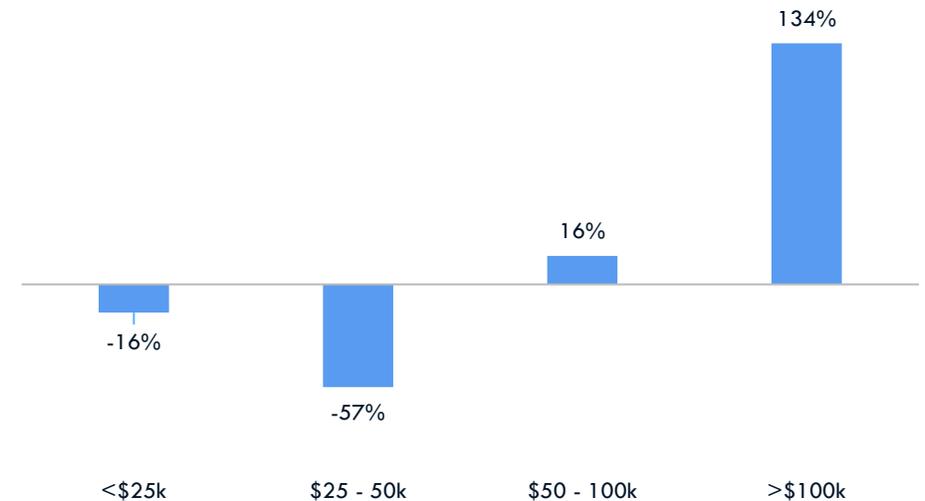
Increasing incomes in the Willingham Corridor are due to demographic shifts for high- and low-earning households, with a 55% increase in households earning more than \$50k/year and a 36% decrease in households earning less than \$50k.

The increases in median income better supports retail as residents have more disposable income.

Median Household Income Distribution, 2010 - 2019

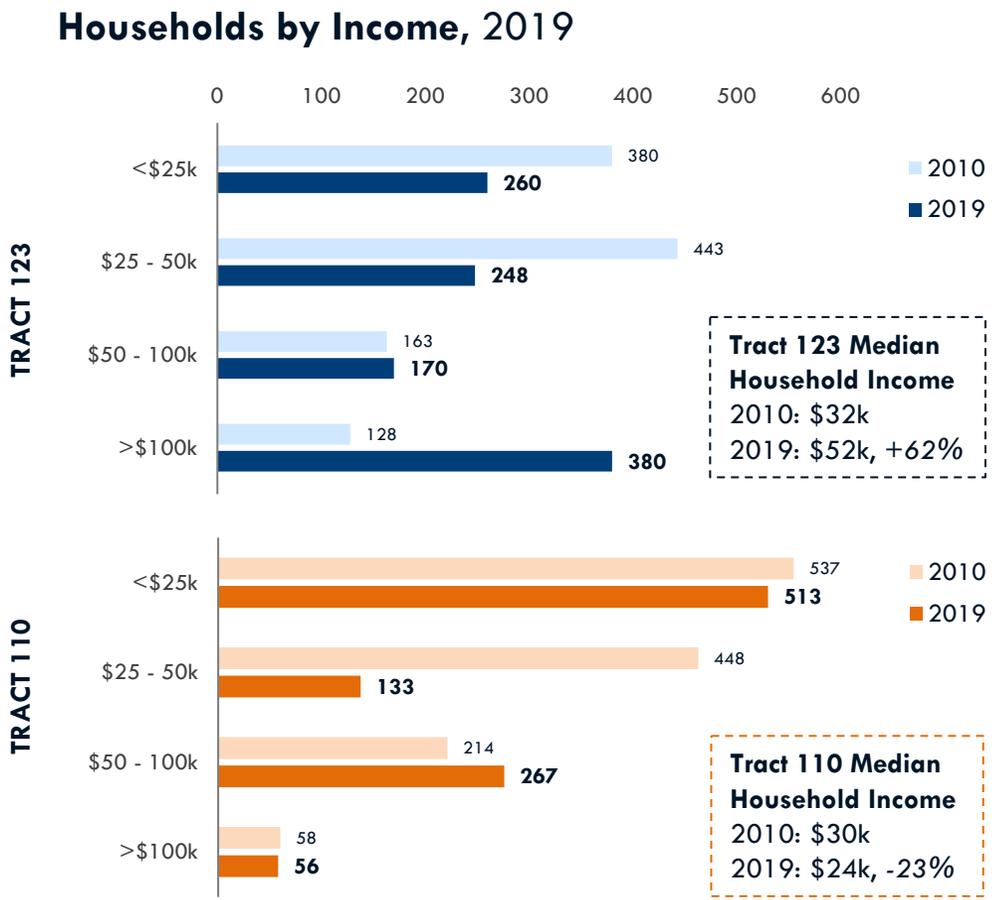
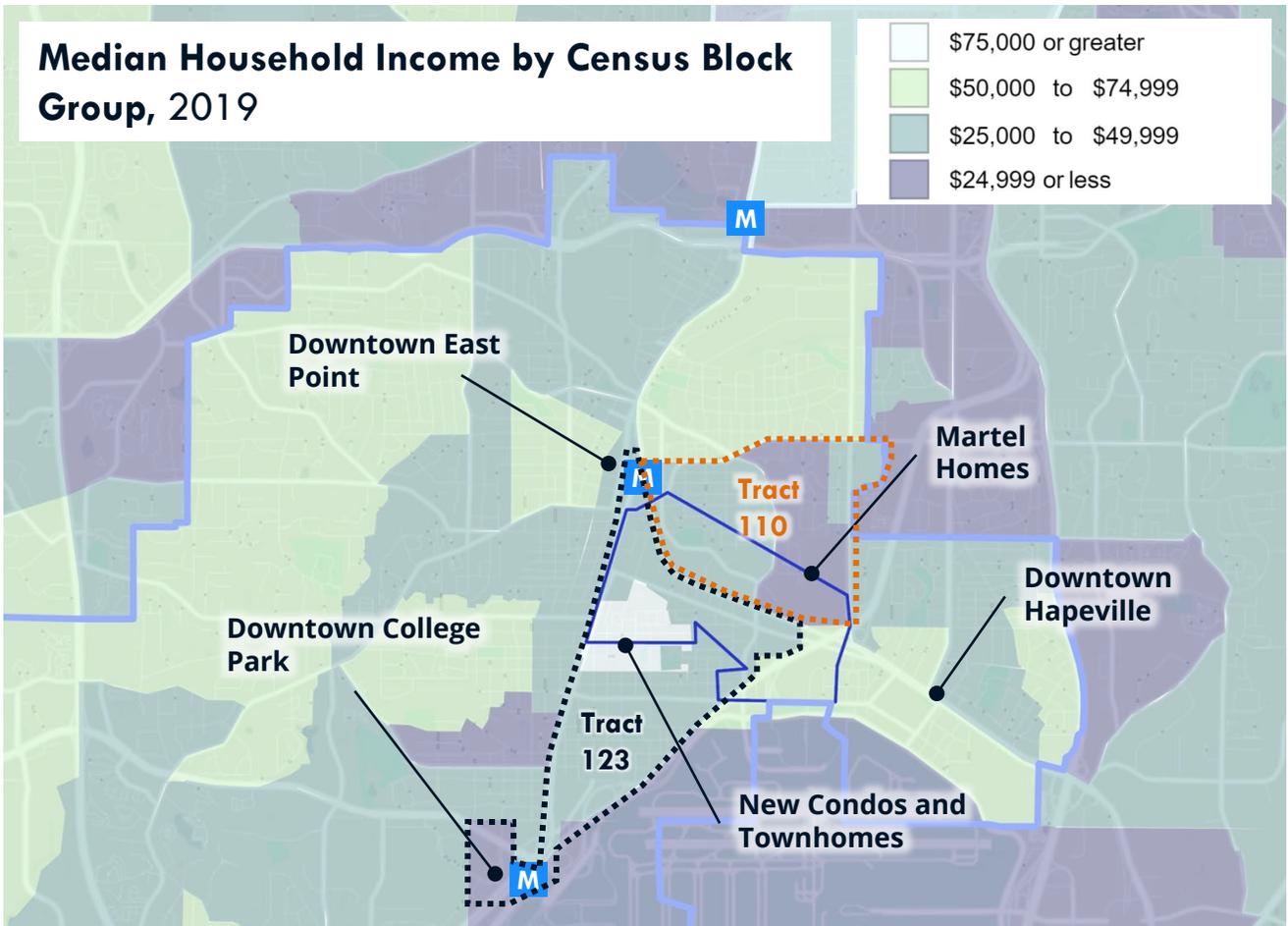


Change in Median Household Income Distribution, 2010 - 2019



Source: Five-Year American Community Survey

While incomes on each side of the corridor were relatively equal in 2010, they have diverged substantially since. Household income south of the corridor (Tract 123) increased by 62%, while incomes north of the corridor (Tract 110) decreased by 23%.

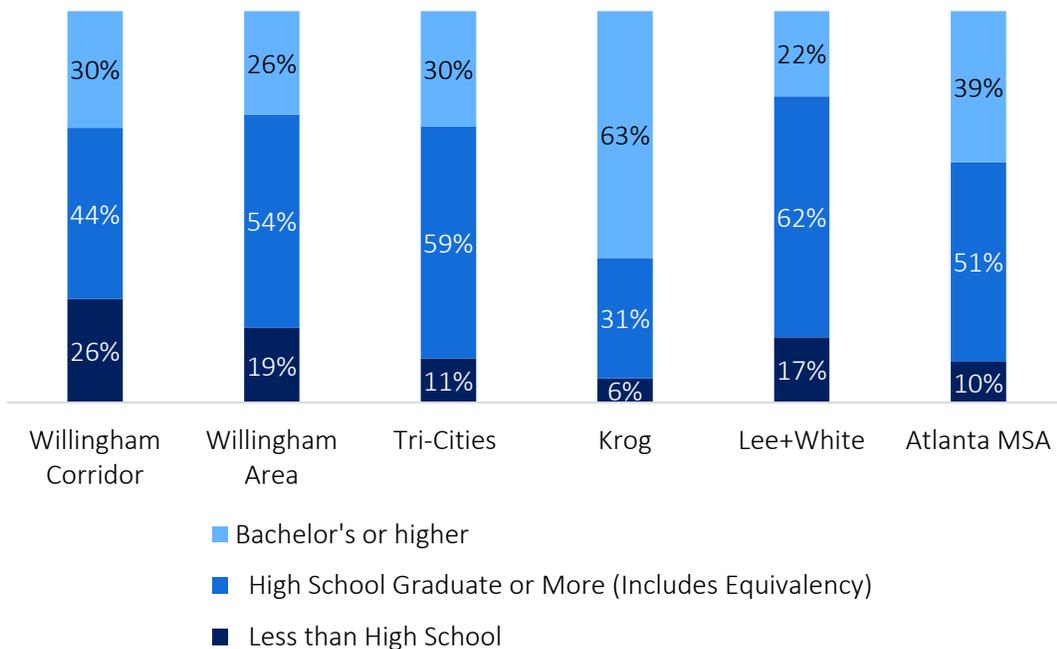


ESRI, ACS.

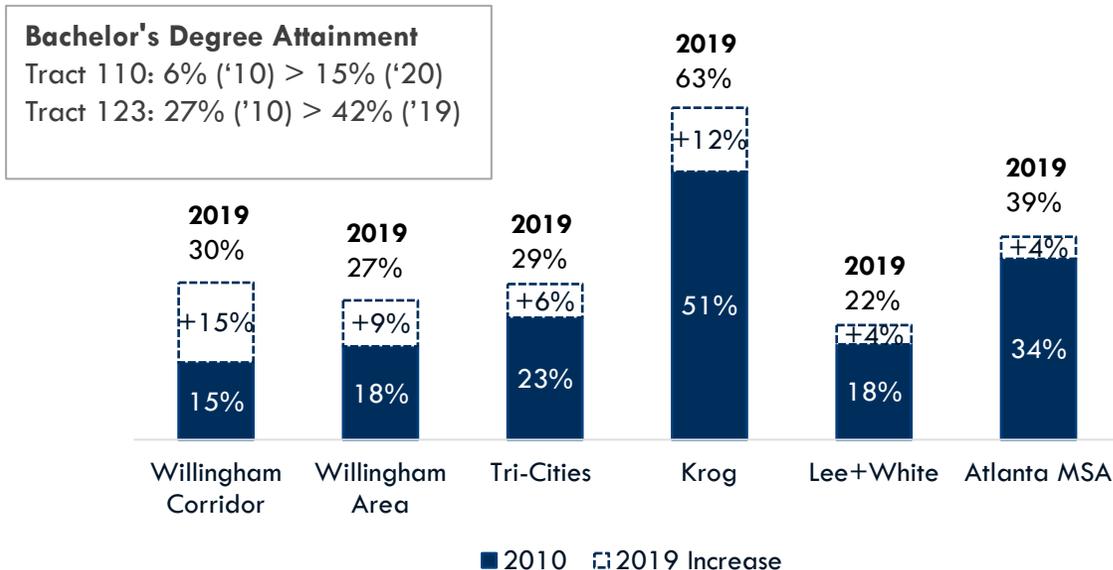
Both the Willingham Corridor and Area lag the Atlanta MSA in educational attainment. Despite this, the Corridor and Area are gaining residents with Bachelor's degrees at a faster rate.

The increase in educational attainment in Willingham is largely driven by Tract 123, south of Willingham Drive. The large educational and wealth disparities between the north and south of Willingham Drive is increasing.

**Educational Attainment, 2019**



**Change in Educational Attainment, 2010 - 2019**

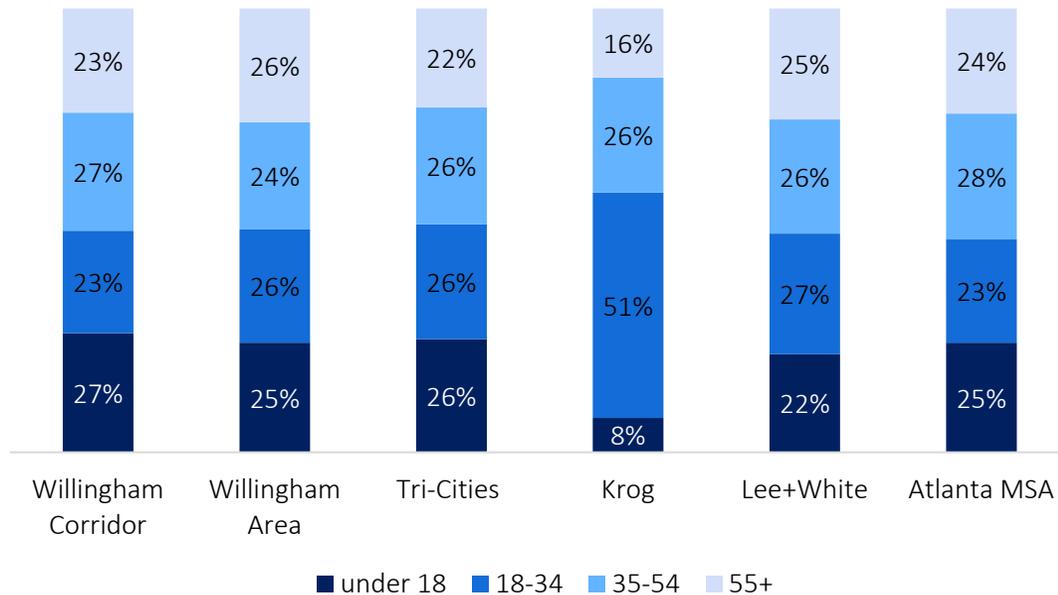


Source: Five-Year American Community Survey

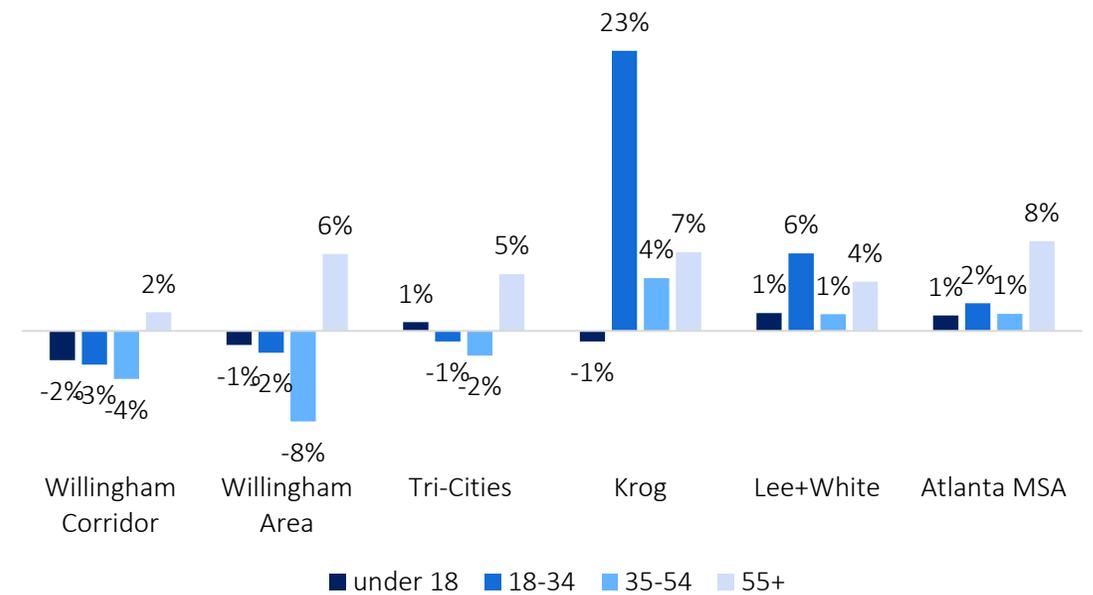
While the Willingham Area age distribution reflects most of the Tri-Cities, it has not attracted nearly as many people aged 18 - 34 as strong comparative markets, like Krog.

The Willingham Area is aging faster than the TriCities and other peer neighborhoods, with only the 55+ age demographic growing. For Krog, which has seen rapid population growth and development, the 18-34 age demographic supported much of this development.

Age Cohort, 2019



Change in Age Cohort, 2010 - 2019

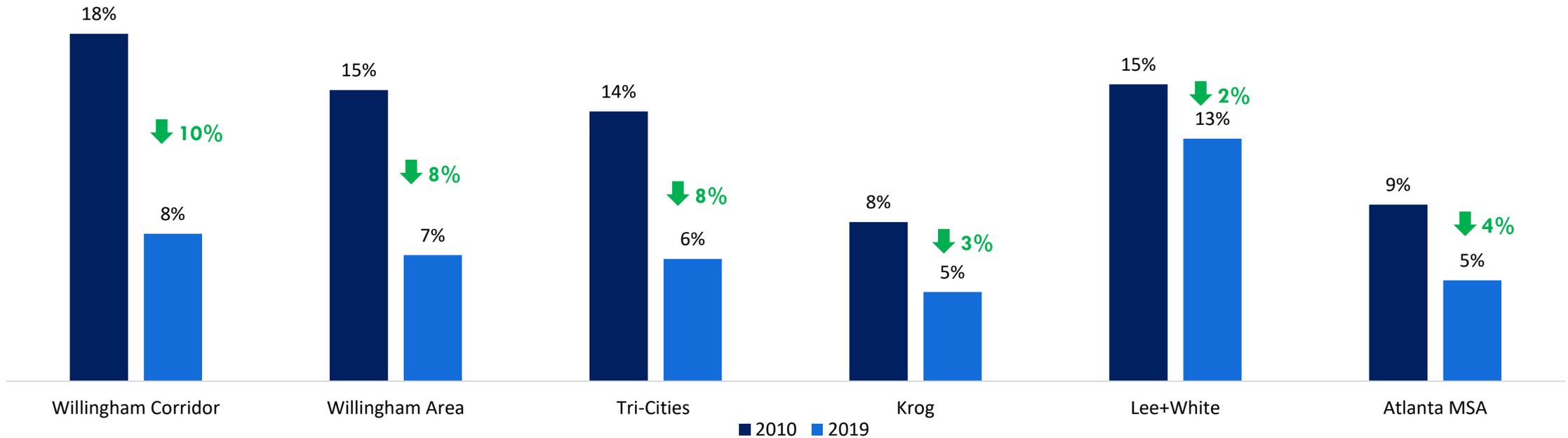


Source: ESRI.

Unemployment in both the Willingham Corridor and Area have dropped substantially since 2010, but unemployment remains higher compared to the whole TriCities.

This positive trend was largely driven by Tract 123, even though unemployment also decreased in Tract 110 as well.

**Unemployment Rate, 2010-2019**

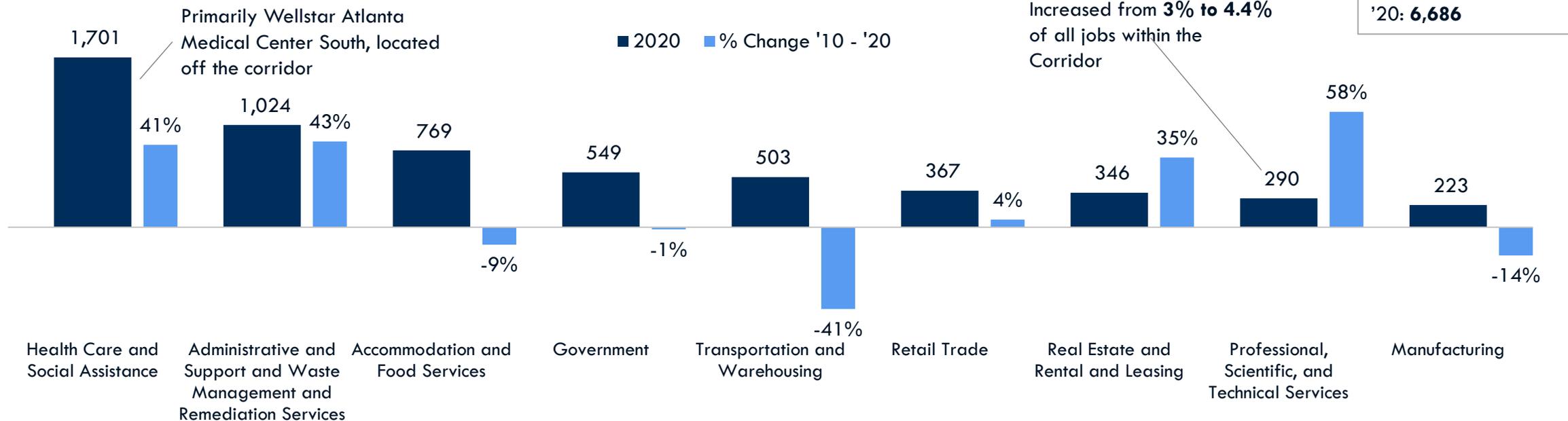


Source: Five-Year American Community Survey

# The largest industry in the Willingham Corridor is Health Care and Social Assistance, followed by Administrative and Support/Waste Management and Remediation. Job losses were concentrated in Transportation and Warehousing.

The job loss in transportation and warehousing and manufacturing is largely due to the aging stock of Willingham’s industrial buildings which are not well suited for modern warehousing and manufacturing needs.

**Willingham Corridor Industries Employing 200+, 2020**



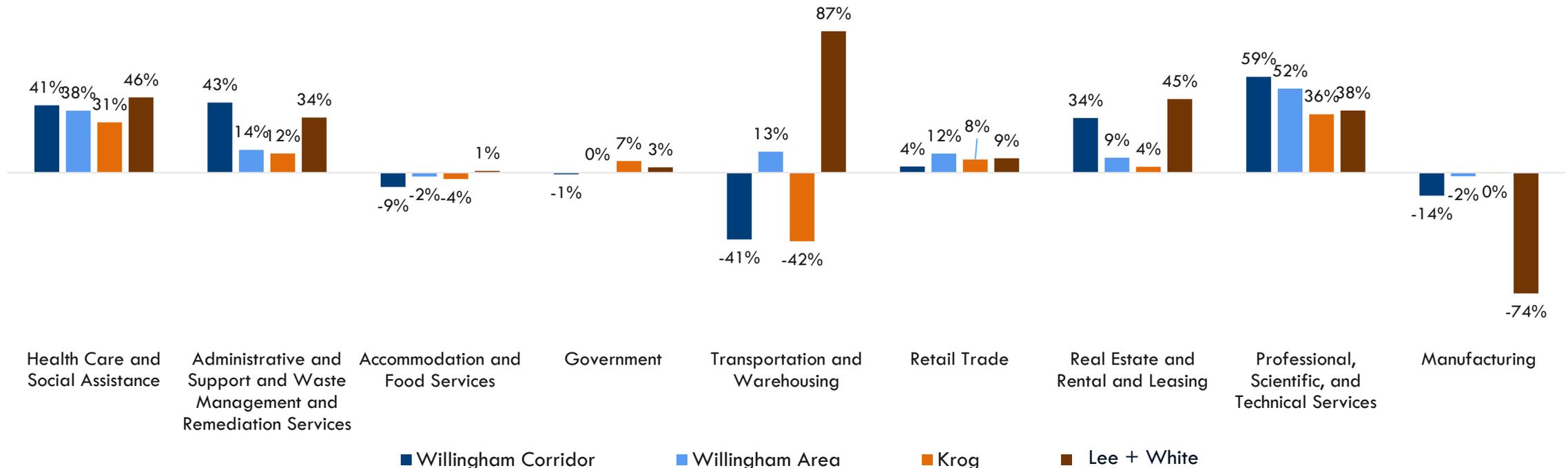
**Willingham Corridor Total Jobs, 2020**  
 '01: 6,163  
 '10: 6,062  
 '20: 6,686

Source: EMSI, 2020.

# Growth in Admin./Waste Management and Professional, Scientific, and Technical Services in Willingham outpaces the growth in its comparison markets.

Lee + White, an area that has undergone transformative change in the past years, saw a significant decrease in manufacturing, but an increase in transportation and warehousing. The sharp decrease in manufacturing and transition towards lighter industrial uses have helped bolster the area's transformation.

**Percent Change in Selected Industries, 2010-2020**



Source: EMSI, 2020.

Over the past three decades, the Decatur-Avondale industrial area has transformed into an amenity-rich hub of breweries, antiques and home furnishings, and restaurants with regional retail destinations like Your Dekalb Farmer’s Market.

**1 Your DeKalb Farmers Market**



**Type:** Market  
**Year Est.:** 1977

**2 The Lost Druid Brewery**



**Type:** Brewery/  
Restaurant  
**Year Est.:** 2017

**3 Kudzu Antiques + Modern**

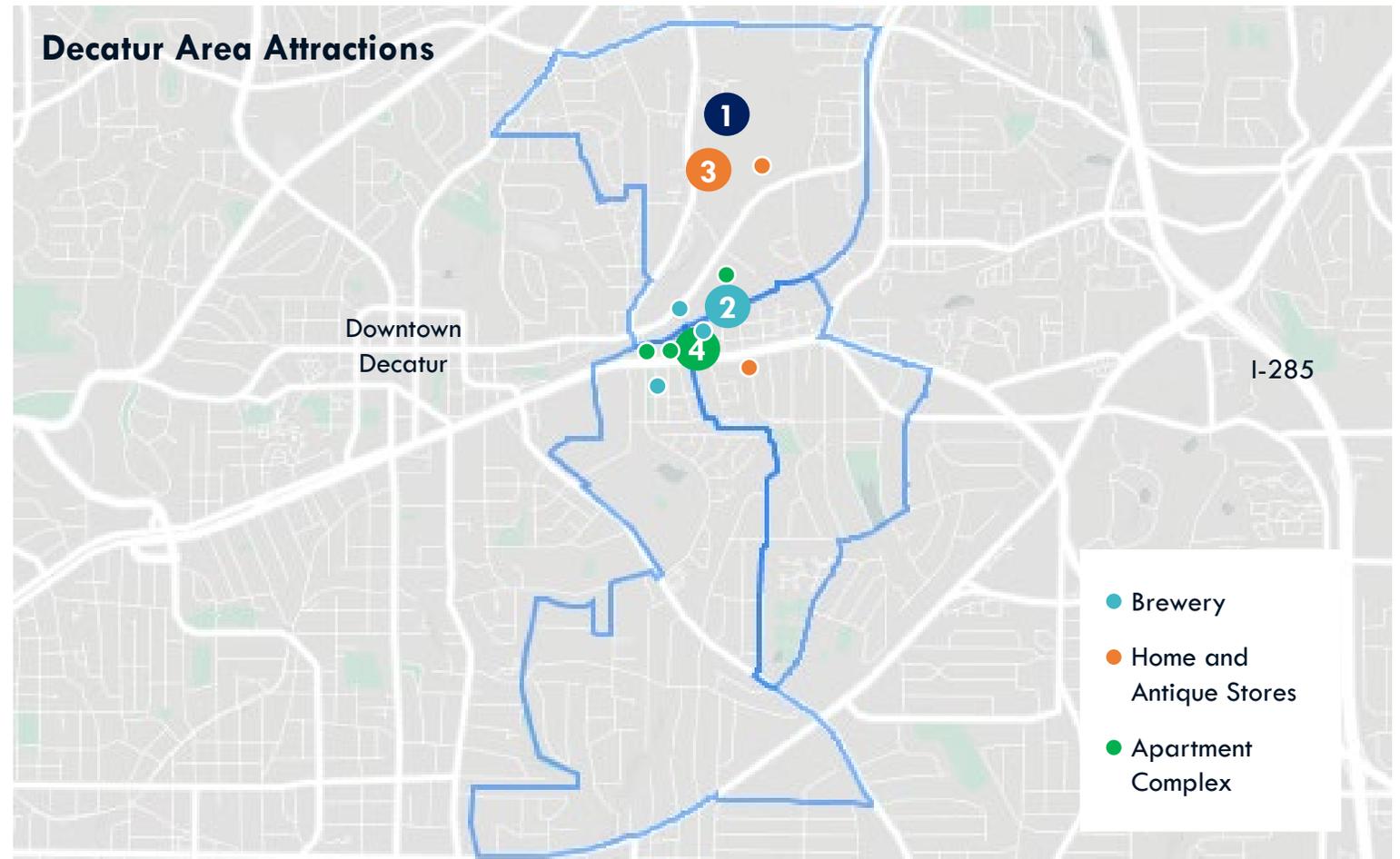


**Type:** Furniture Store  
**Year Est.:** 1979

**4 Reserve Decatur**



**Type:** Apartments  
**Year Est.:** 2021

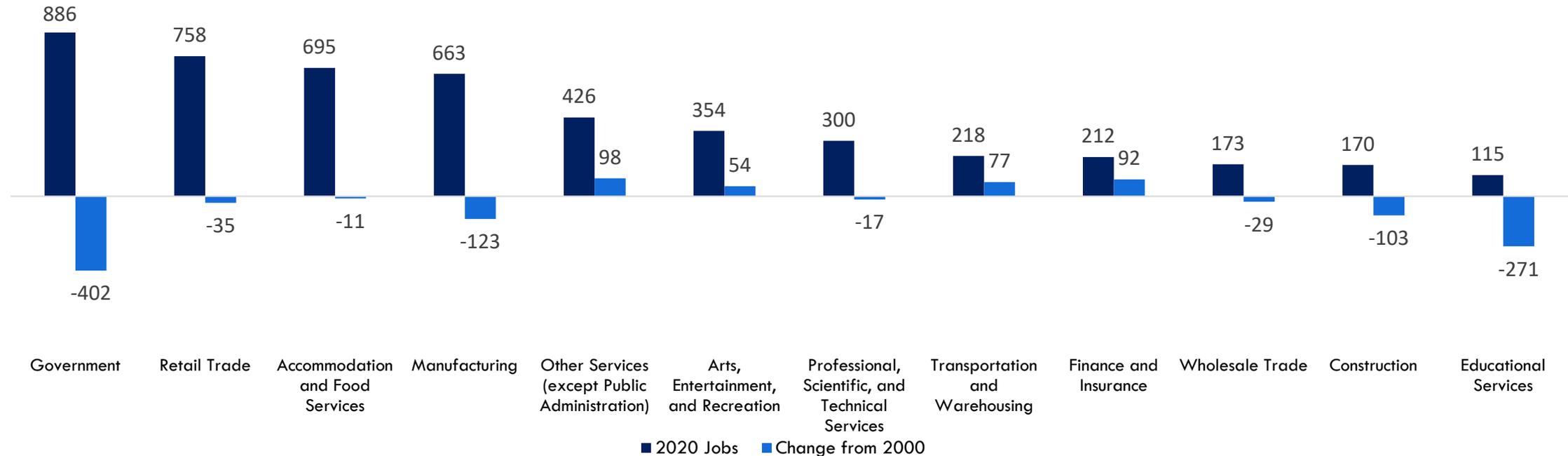


Source: EMSI, 2020. Image source: Decaturish, AJC, Pinterest, Reserve Decatur.

While the area’s transformation did cause a job loss in industries such as construction, manufacturing, government, and wholesale trade, these losses were relatively small. In total, job employment stayed relatively stable.

The Decatur-Avondale Industrial area’s transformation exemplifies that light industrial uses can be compatible with repositioning a corridor. Even though the area lost some manufacturing jobs, there has been an increase in light food and beverage manufacturing.

**Decatur-Avondale Industrial Area, 2020**



Notes: Census tracts 229,230, and 222.3 were used for the Decatur Area. Only industries with over 200 jobs in 2001 or 2020 are shown, with healthcare excluded (over 6,000 jobs in 2020).

Source: EMSI, 2020.

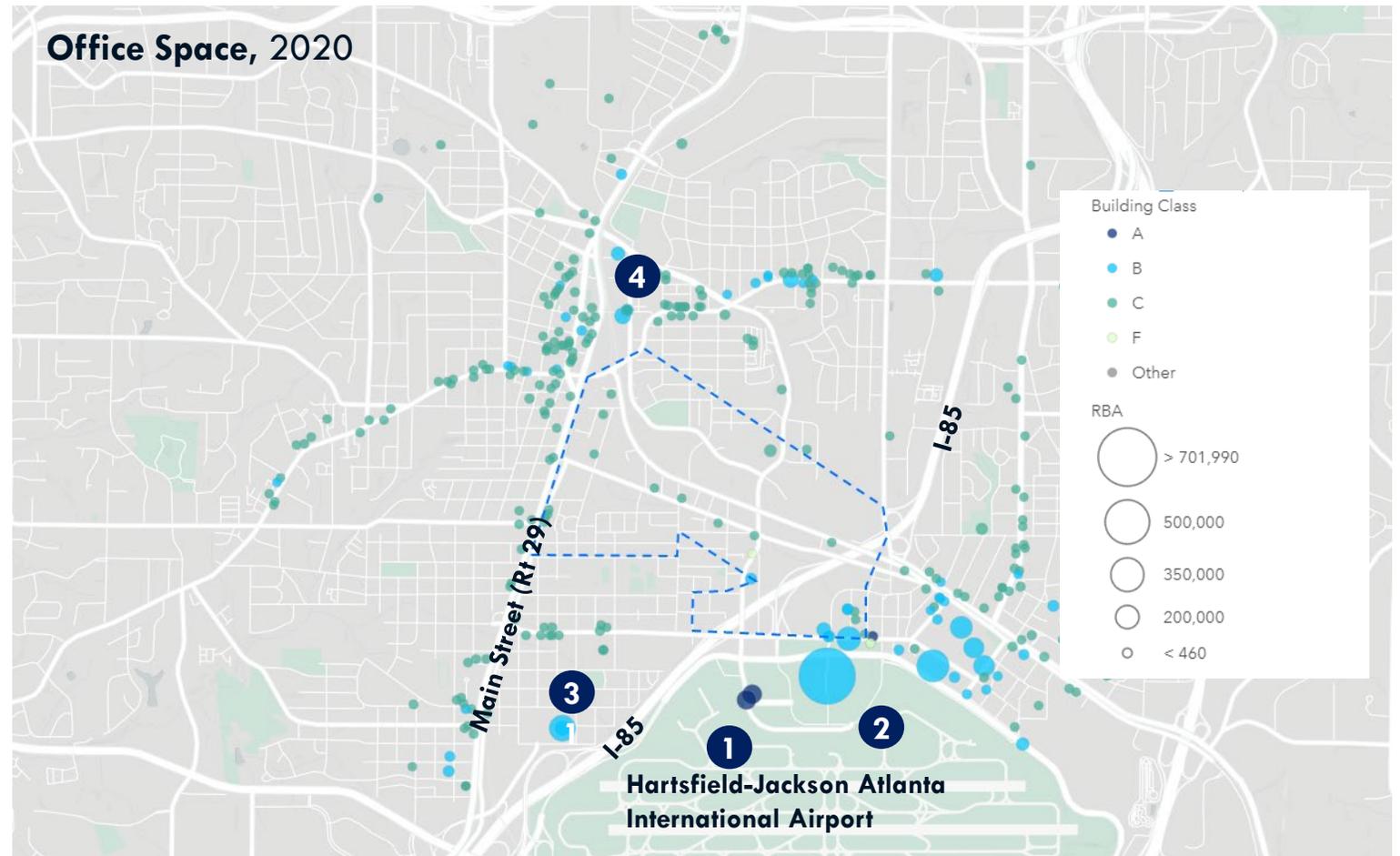
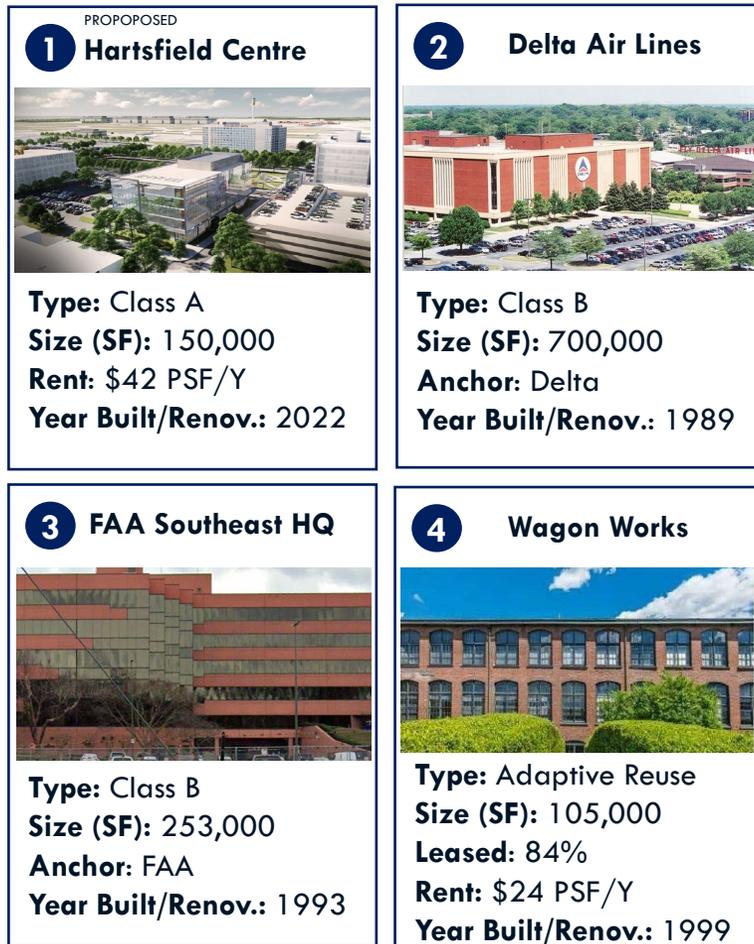
HR&A Advisors, Inc.

---

# Market Analysis

# **Real Estate Trends**

Most office near Willingham is concentrated adjacent to the airport, with no new office development in the immediate pipeline. Offices north of Willingham are older and smaller than offices surrounding the airport.

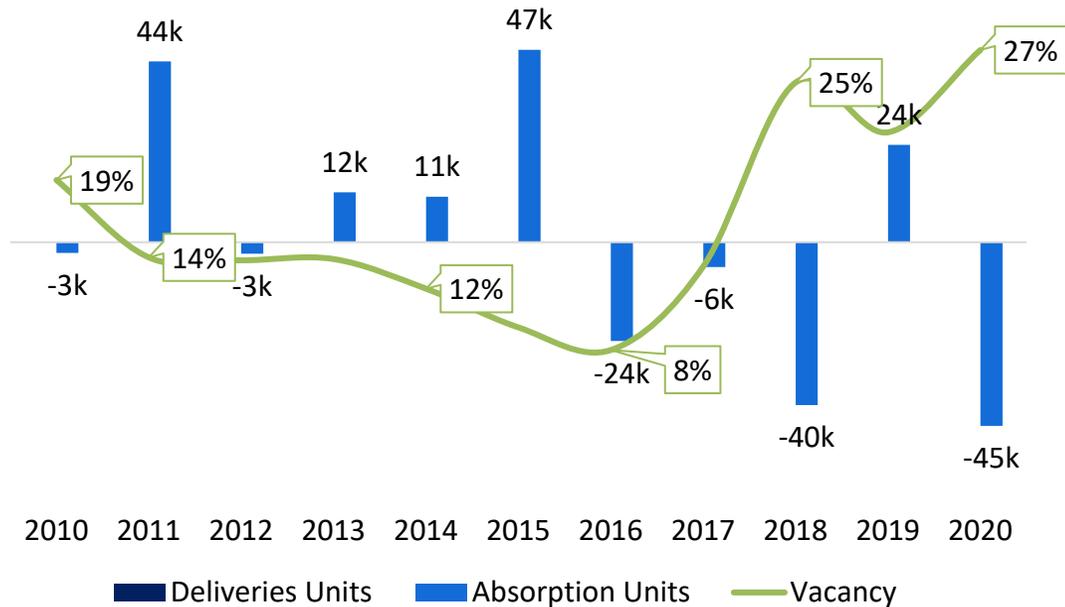


Source: CoStar, 2020. Image Sources: Bizjournal, Pinterest, Hale Retail Group.

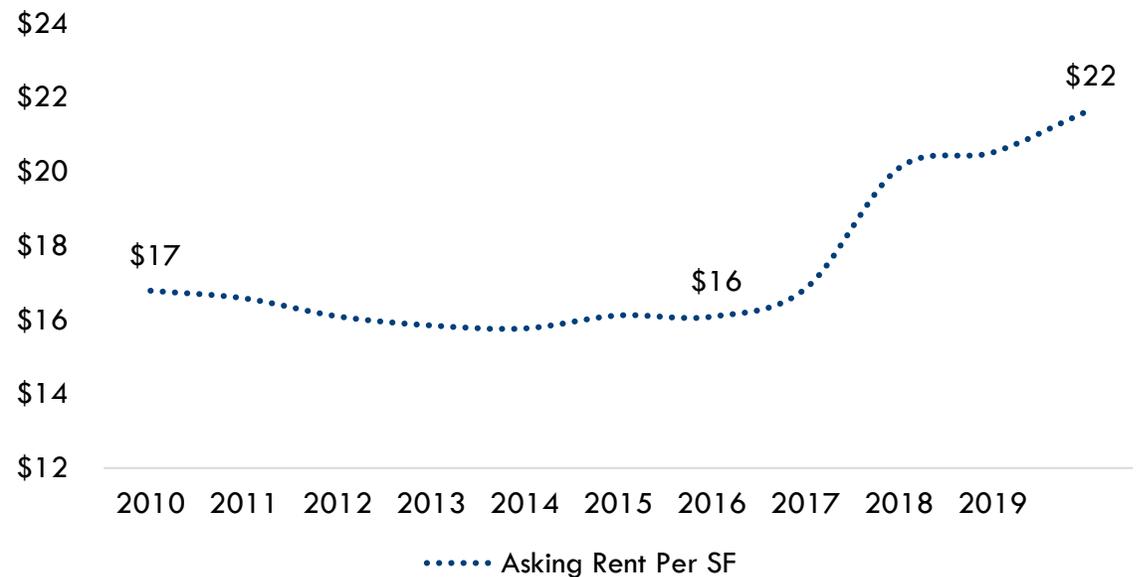
The Willingham area has seen no new office development in recent years and negative absorption, indicating poor demand. While absorption has been low, rents have steadily risen from \$16 psf in '16 to \$22 psf in '20.

Despite the large number of office buildings around the airport, including the Delta Headquarters, the Willingham Corridor has few traditional office buildings.

**Deliveries and Absorption SF,**  
Willingham Corridor (2-mile radius)



**Deliveries and Absorption SF,**  
Willingham Corridor (2-mile radius)



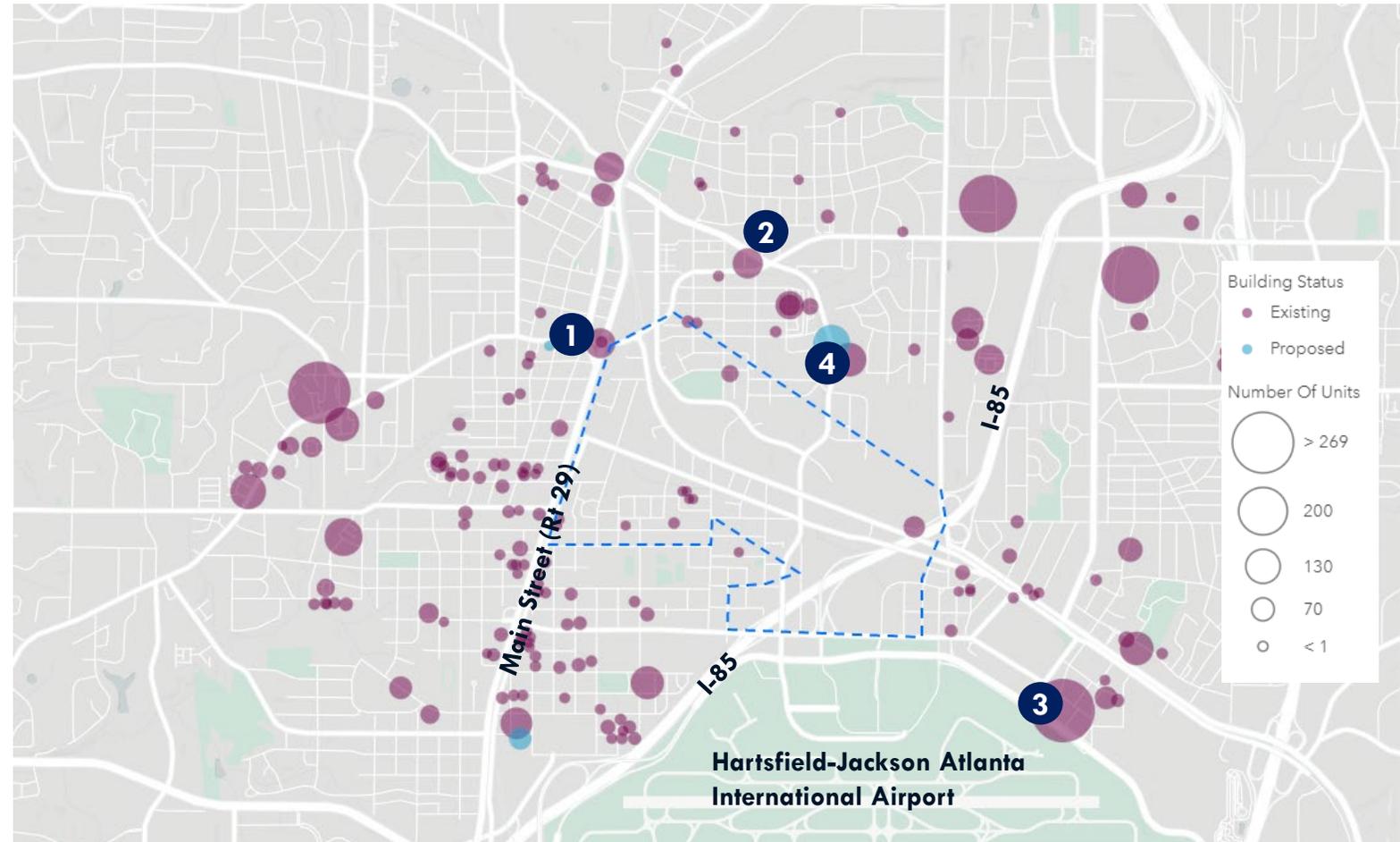
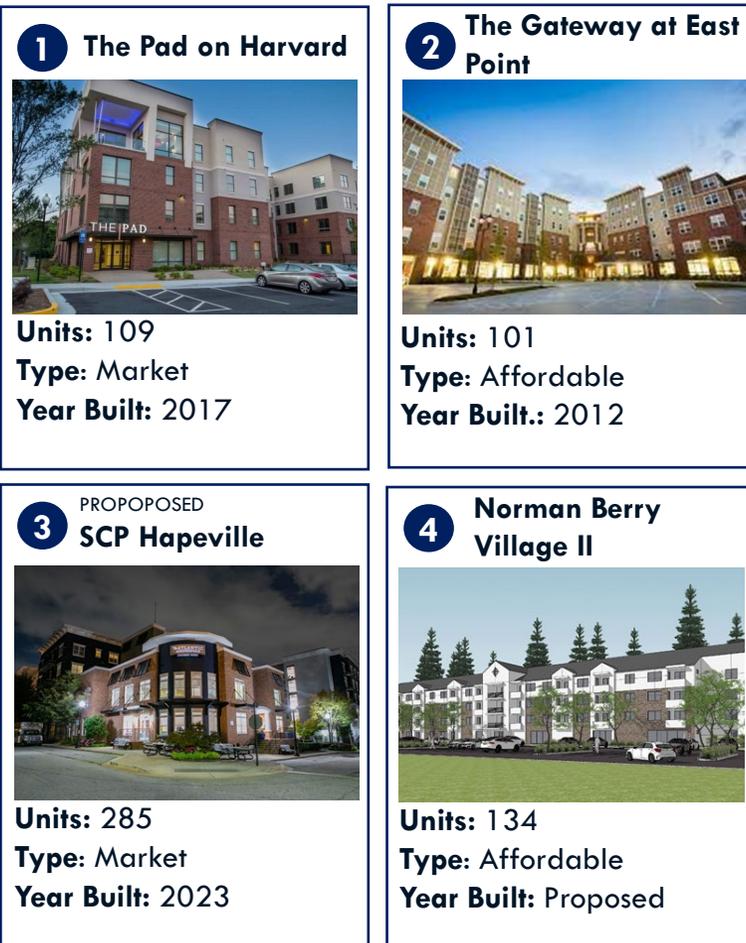
Source: CoStar, 2020.

HR&A Advisors, Inc.

Willingham Corridor

Packet Pg. 37

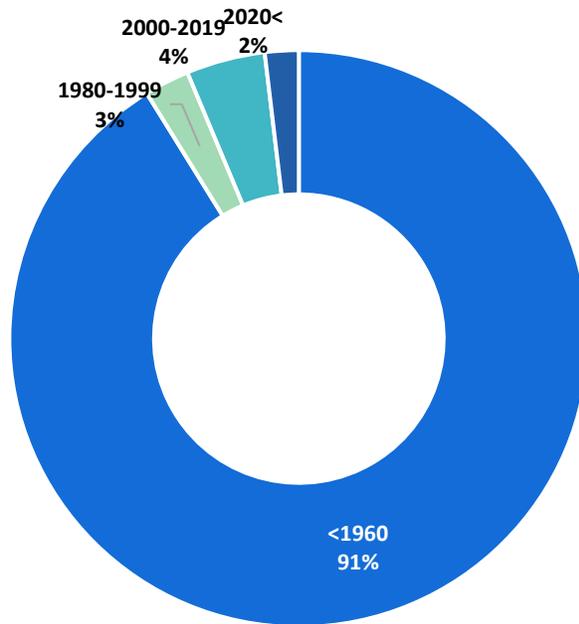
Multifamily housing is limited in the Willingham area, with almost no housing in the study area due to the industrial nature of the Willingham Corridor, though new housing has been constructed on the periphery in all directions.



Source: CoStar, 2020. Image sources: Apartments.com, whatnowatlanta, Citybiz.com

There has been no new Multifamily housing construction in the Willingham Corridor, but in the area surrounding the Willingham Corridor, there has been a mix of market and affordable multifamily housing, with two projects in the pipeline.

### Primary Study Area Multifamily Inventory, By Year Built



| Property Name                  | Year Built | Rent Type  | Units | Rent/SF*        | Avg Unit Size | % Studios, 1BR, 2BR |
|--------------------------------|------------|------------|-------|-----------------|---------------|---------------------|
| Norman Berry Village           | 2023       | Affordable | 134   | N/A             | N/A           | 100%                |
| The Diamond @ College Park     | 2022       | Affordable | 61    | N/A             | N/A           | 100%                |
| The Pad on Harvard             | 2017       | Market     | 109   | \$1.64          | 839 SF        | 100%                |
| The Gateway at East Point      | 2012       | Affordable | 101   | \$1.03          | 732 SF        | 100%                |
| The Atlantic Aerotropolis      | 2008       | Market     | 269   | \$1.76          | 1,001 SF      | 98%                 |
| 3389-3395 N Whitney Ave        | 2006       | Market     | 4     | N/A             | 2,218 SF      | 0%                  |
| Norman Berry Village (Phase 1) | 2006       | Affordable | 119   | \$0.79          | 693 SF        | 100%                |
| Princeton Court                | 2005       | Affordable | 116   | \$0.98          | 823 SF        | 100%                |
| <b>Average Rent</b>            |            |            |       | <b>\$1.03**</b> | <b>918 SF</b> | <b>95%</b>          |

Source: CoStar, 2020.

HR&A Advisors, Inc.

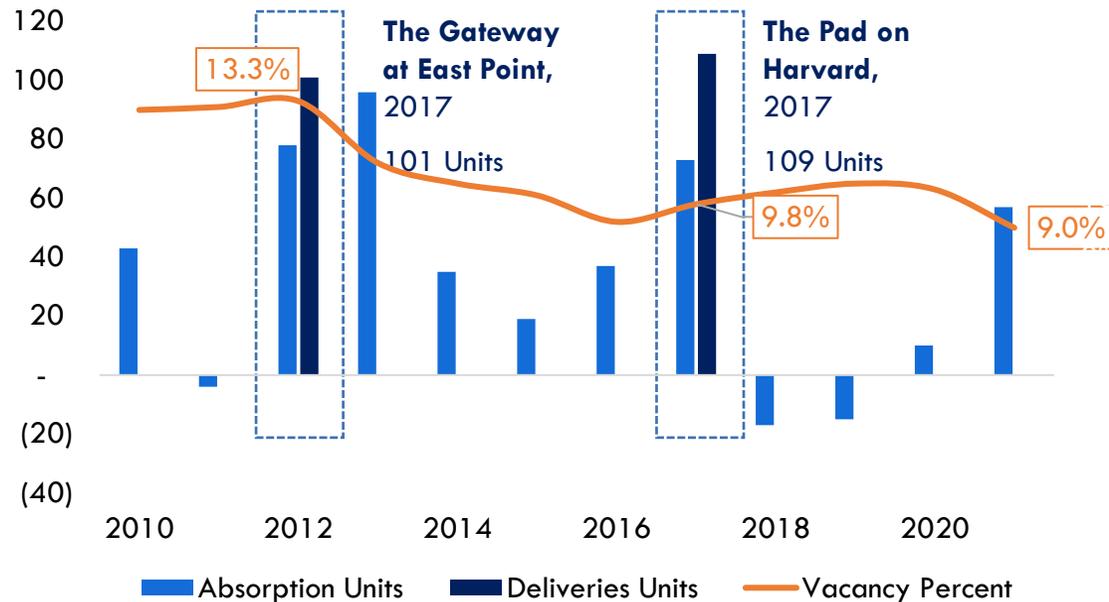
Willingham Corridor

Packet Pg. 39

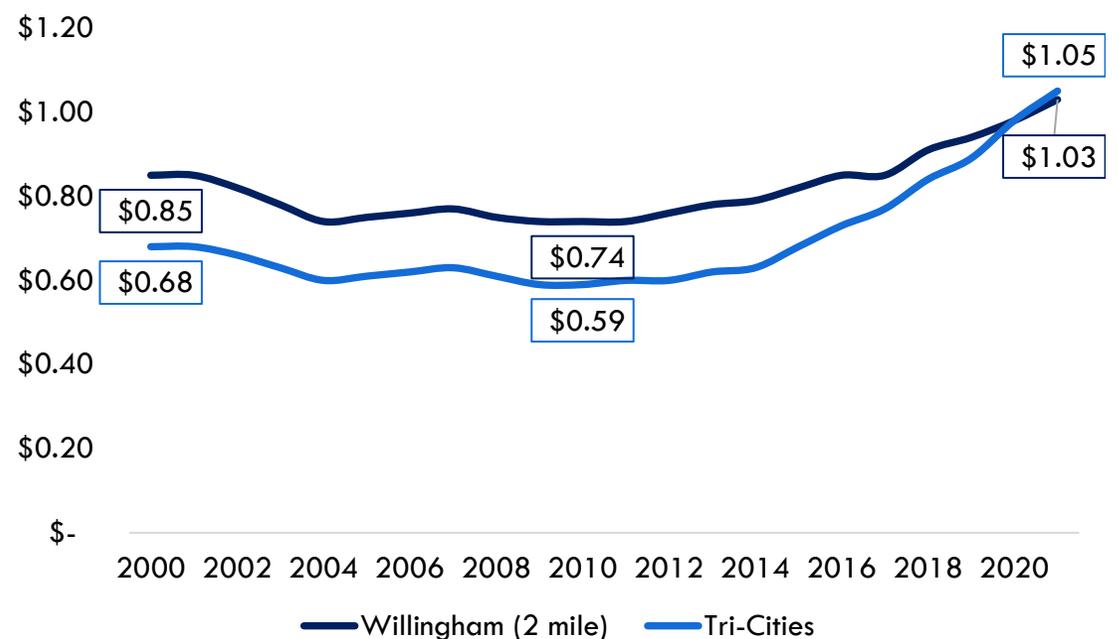
Two new multifamily projects have been built near Willingham since 2010, with multifamily vacancy continuing decline. Rents have continually increased since 2010, increasing from \$0.74 to \$1.03 in 2021.

Multifamily vacancy remains above a healthy vacancy rate, however the increasing population may cause vacancy to further decrease.

### Multifamily Activity, 2-mile radius



### Multifamily Rent, 2-mile radius



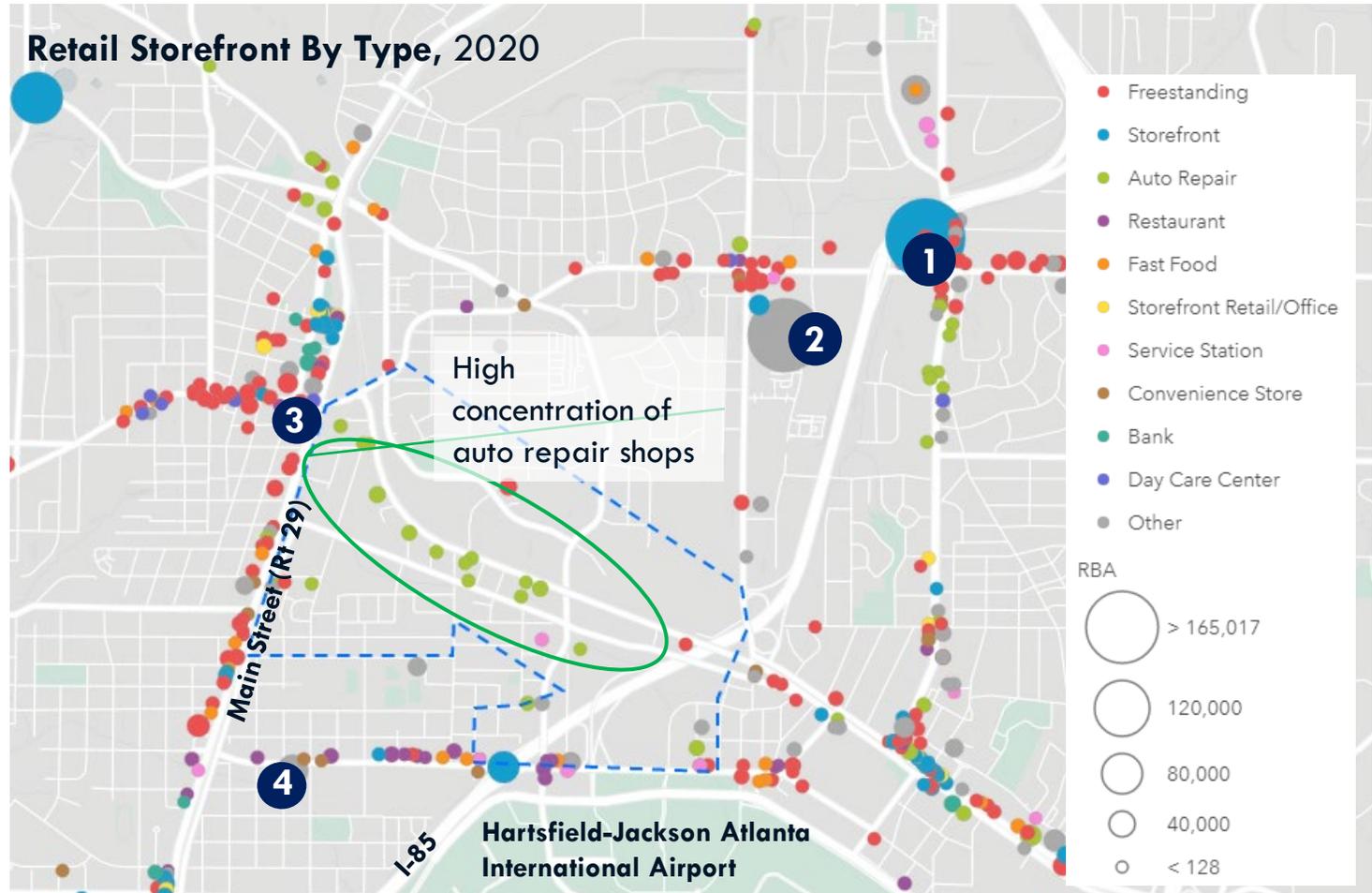
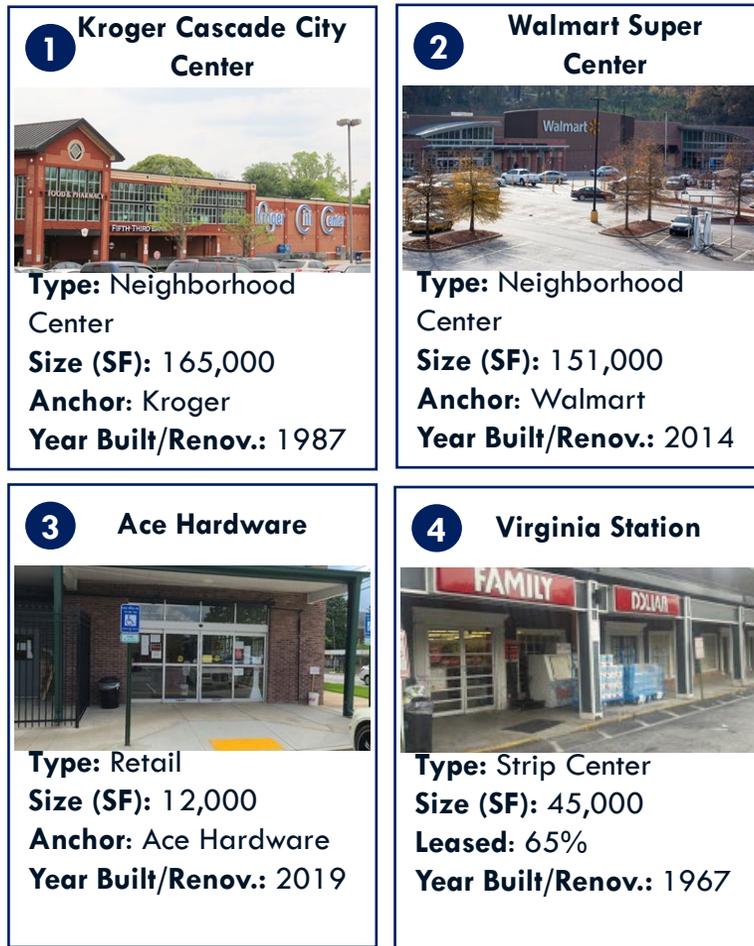
Source: CoStar, 2020.

HR&A Advisors, Inc.

Willingham Corridor

Packet Pg. 40

Willingham Corridor serves as a specialized retail district for auto repair and lacks the retail diversity of adjacent corridors like Main Street, Cleveland Avenue, or Virginia Avenue.

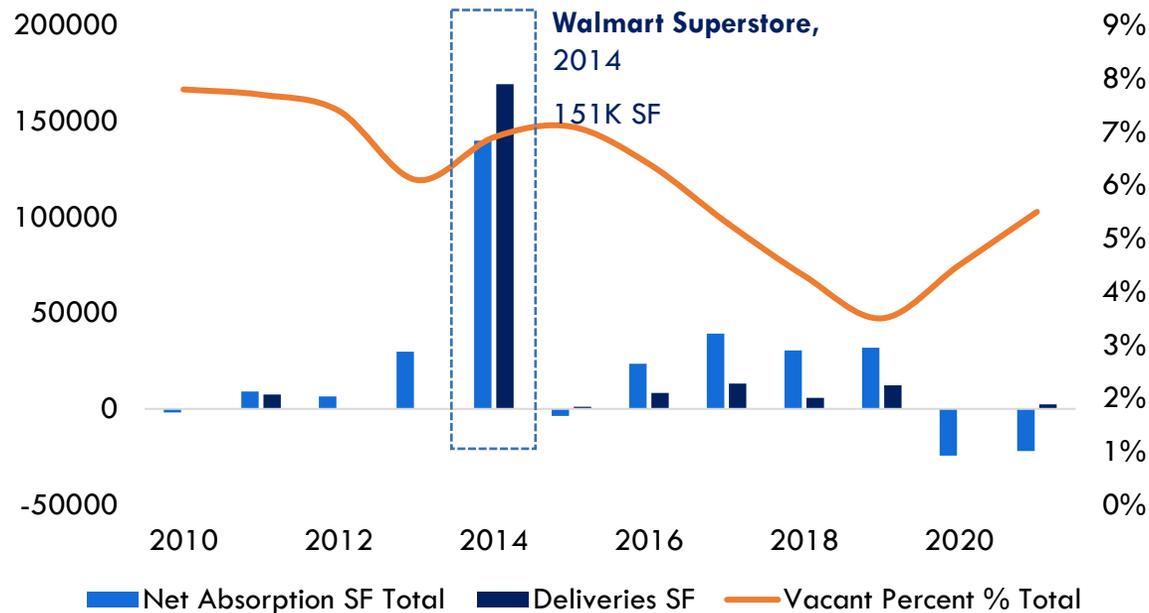


Source: CoStar, 2020 Image Sources: The Palomar Group, AJC, yelp, top rated online.

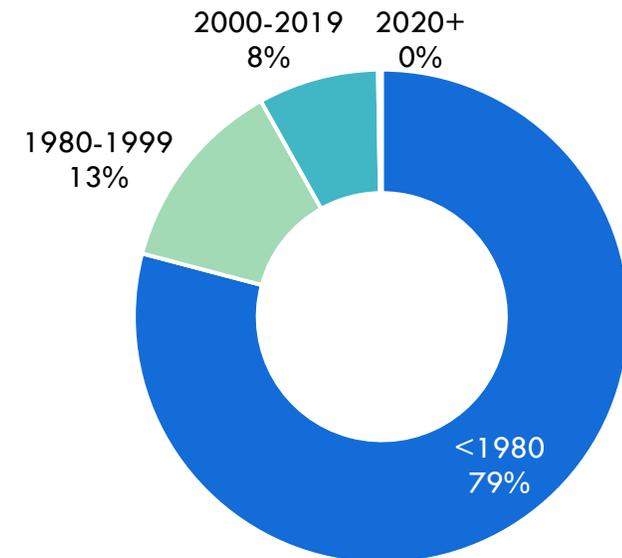
There has been limited new retail development in the Willingham area, with most of the new retail development concentrated on the Metropolitan Parkway to the northeast. Retail building stock is old, with most built before 1980.

There has been almost no speculative retail built in recent years, with some of the most recent developments being Walmart and Ace Hardware. While there has been little development, vacancy remains low, indicating that there is steady retail demand in the area.

### Retail Activity, 2-mile radius



### Primary Study Area Retail Inventory, By Year Built



Source: CoStar, 2020.

HR&A Advisors, Inc.

Willingham Corridor \$

Packet Pg. 42

The primary trade area has only 7,800 residents, but 38,000 workers, adding significantly to the retail demand in the area. Additionally, the proximity to the airport could be a potential retail driver in the area.



Source: ESRI, LEHD 2019

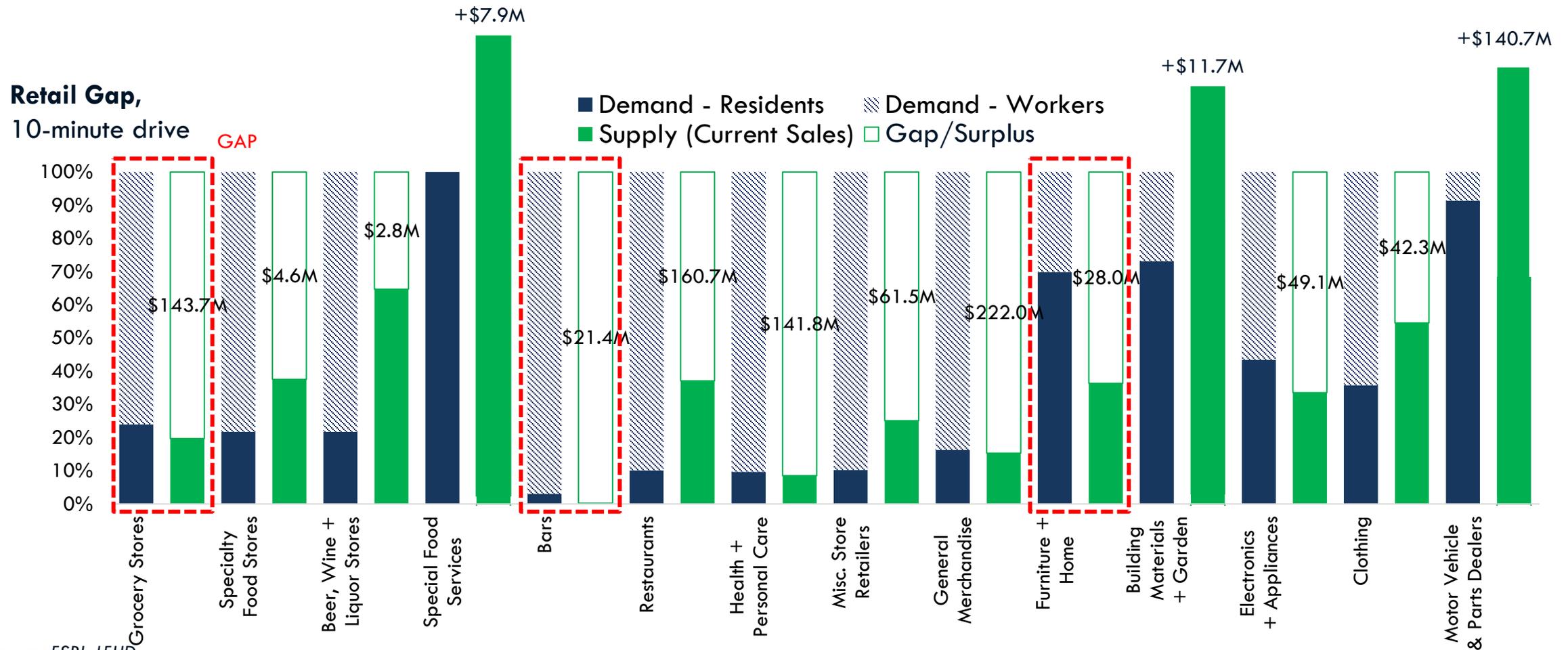
While more recent LEHD data (2017) is available, Office of Personnel Management (OPM) **data on Federal Workers were not available as part of the 2016 and 2017 release** and so the coverage of "All Jobs" contain information on only workers in the private sector and state/local government. Since Federal Workers comprise a significant portion of the retail trade area employment, **our analysis used the 2015 LEHD data, which includes Federal Workers**. As jobs have grown in the trade area, the retail demand from office workers shown here **should be considered a conservative estimate**. For more information: [LEHD](#)

\*\*Analysis excludes workers that earn less than \$15,000 annually. Of the 28,000 workers that do not live in the primary trade area, **22,500** were included in the analysis.

Retail categories such as grocery stores attract shoppers from a much smaller area than retailers such as furniture stores as people are more willing to travel for less frequent purchases. For retailers that people visit with a greater frequency, a 5-minute drive radius was used, while a 10-minute radius was used for more specialty stores.

| Trade Area                                    | Description   | Retail Category      |
|---|---|----------------------|
| Health & Personal Care Stores                 | Drug stores and pharmacies, cosmetics, beauty supplies and perfume stores, optical goods stores, food (health) supplement stores and health appliance stores  | Primary Trade Area   |
| Miscellaneous Store Retailers                 | florists, office supplies, stationary and gift stores, used merchandise, and other miscellaneous retailers.   | Primary Trade Area   |
| Grocery Stores                                | Establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food   | Primary Trade Area   |
| Specialty Food Stores                         | Establishments primarily engaged in retailing specialized lines of food   | Primary Trade Area   |
| Beer, Wine & Liquor Stores                    | Establishments primarily engaged in retailing alcoholic beverages   | Primary Trade Area   |
| General Merchandise Stores                    | Includes department stores and other general merchandise stores   | Primary Trade Area   |
| Special Food Services                         | Establishments primarily engaged in providing food services at the customer's location, at a location designated by the customers (e.g. caterers)   | Primary Trade Area   |
| Drinking Places - Alcoholic Beverages         | Establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption   | Primary Trade Area   |
| Restaurants/Other Eating Places               | Includes full service restaurants, limited-service restaurants, cafeterias, buffets, and snack and nonalcoholic beverage bars   | Primary Trade Area   |
| Furniture & Home Furnishings Stores           | establishments primarily engaged in retailing new furniture and home furnishings  | Secondary Trade Area |
| Bldg Materials, Garden Equip. & Supply Stores | Establishments primarily engaged in retailing a specialized or general line of building and home improvement materials, lawn and garden equipment, outdoor power equipment, and nursery and garden products | Secondary Trade Area |
| Electronics & Appliance Stores                | Establishments primarily engaged in retailing household appliances, home audio and video equipment, cameras, computers, and related goods   | Secondary Trade Area |
| Clothing & Clothing Accessories Stores        | Establishments primarily engaged in retailing new clothing and clothing accessories from fixed point-of-sale locations  | Secondary Trade Area |
| Motor Vehicle & Parts Dealers                 | Establishments primarily engaged in car parts and motor vehicle sales.  | Secondary Trade Area |

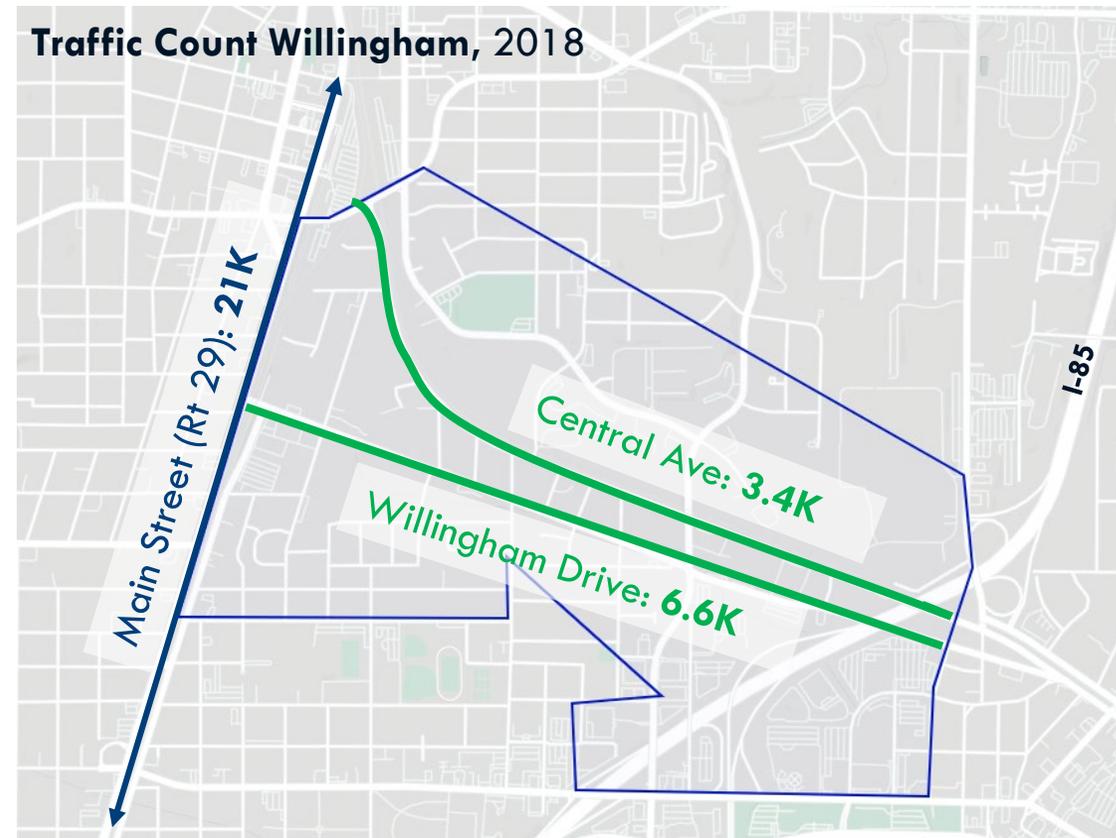
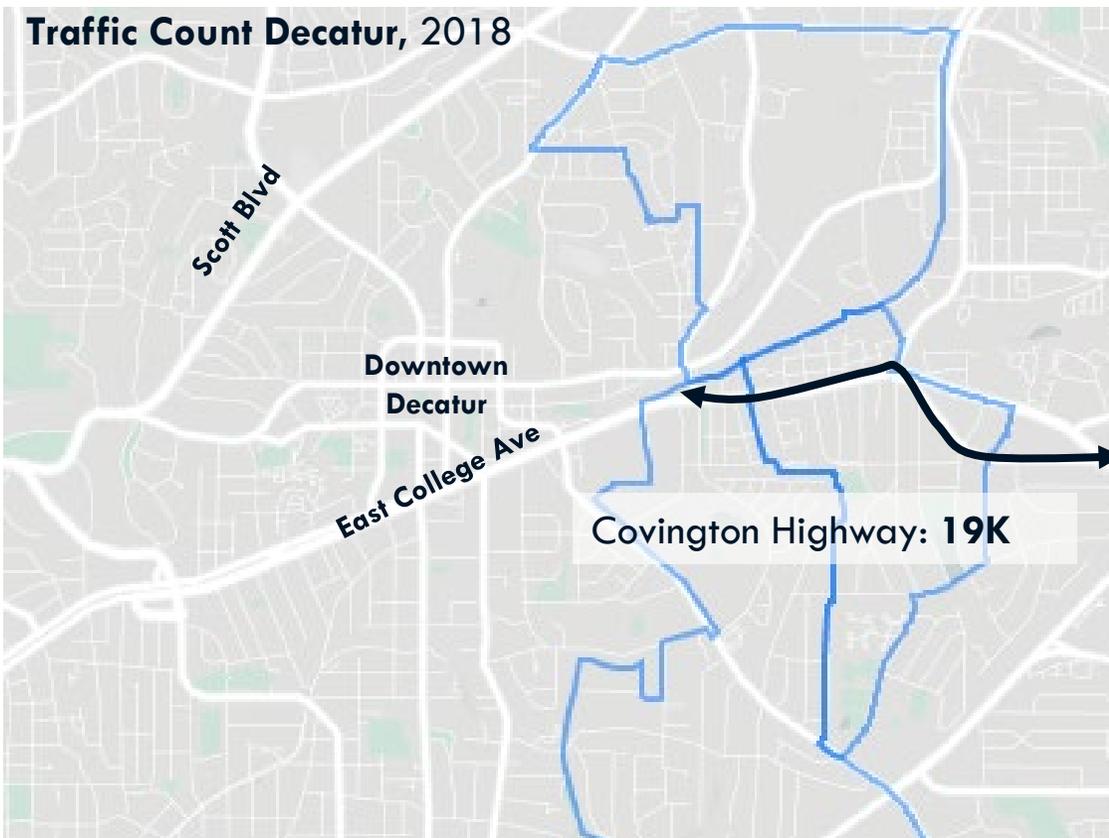
Retail demand generated by local residents is relatively low compared to demand by local workers and airport visitors. Grocery stores, bars, and furniture stores demonstrate the greatest supply/demand gap in the market today.



Source: ESRI, LEHD

Note: Based on ESRI's Retail MarketPlace. While the data is presented in current-year geography, all supply and demand-related estimates remain vintage 2017.

Willingham Drive lacks high traffic volumes, which decreases the viability of retail uses relying on high visibility. These businesses will continue to be attracted to corridors with high traffic, like Covington Highway in Avondale and Main Street in East Point.



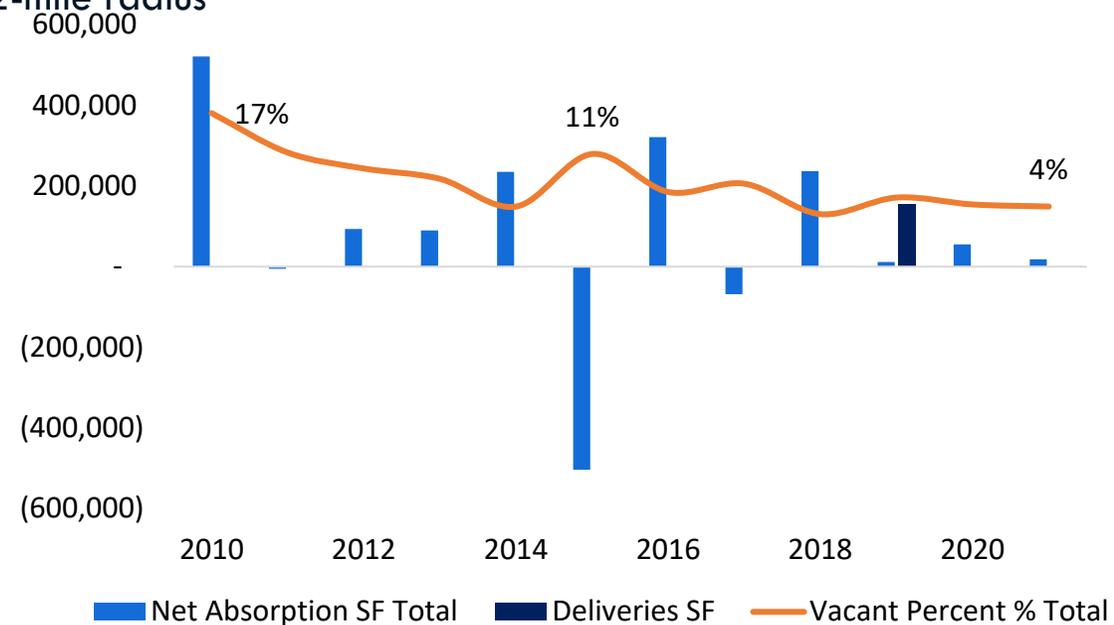
Source: Gdottrafficdata, 2020.

Net absorption has been high since 2010, while only one project was delivered – pushing vacancies to 4% in 2020. Rent has steadily increased in this time, indicating strong demand for industrial space.

The Willingham Corridor is home to a number of older warehouses and manufacturing, many of which are no longer compatible with 21<sup>st</sup> century manufacturing and warehousing.

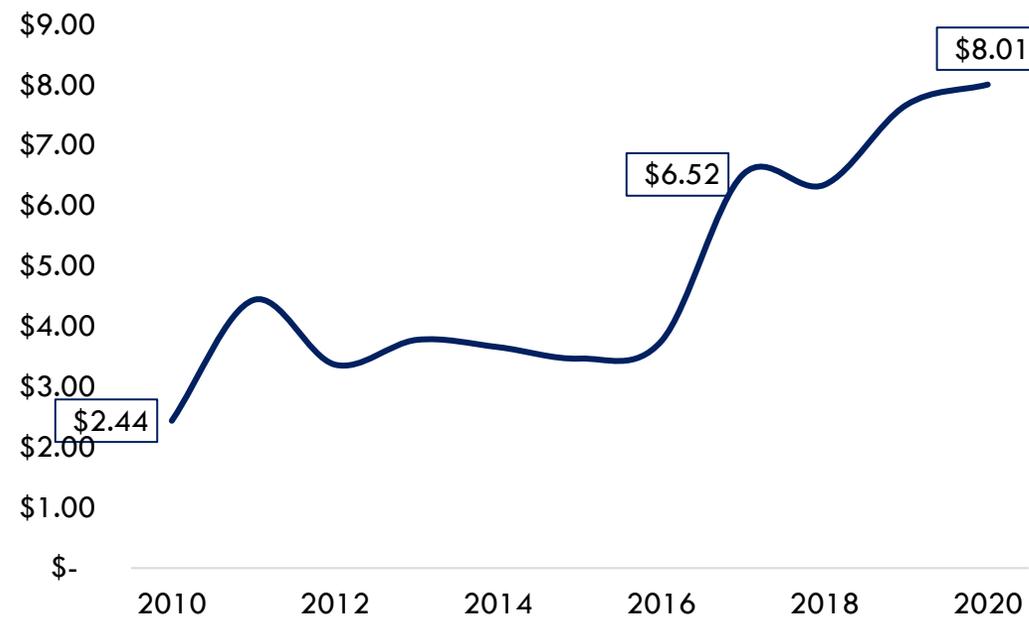
### Industrial Activity,

2-mile radius



### Industrial All Service Type Rent,

2-mile radius



Source: CoStar, 2020.

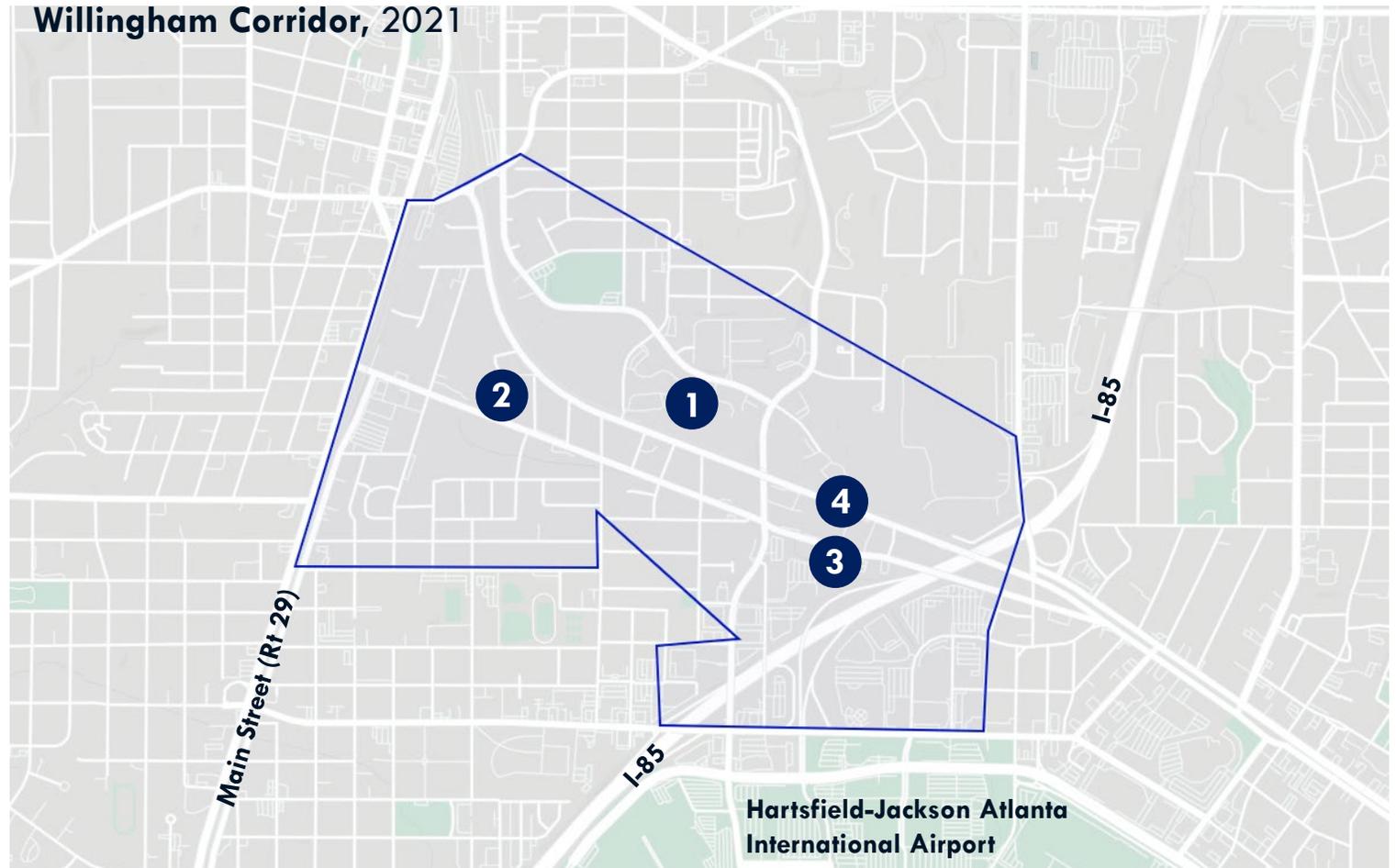
HR&A Advisors, Inc.

Willingham Corridor

Packet Pg. 47

The Willingham Corridor's industrial features are a barrier to redevelopment. Uses such as recycling, chemical and heavy industrial manufacturing, and auto repair are nuisances due to negative externalities including pollution. The Willingham Corridor is also home to more compatible uses such as airplane catering and storage.

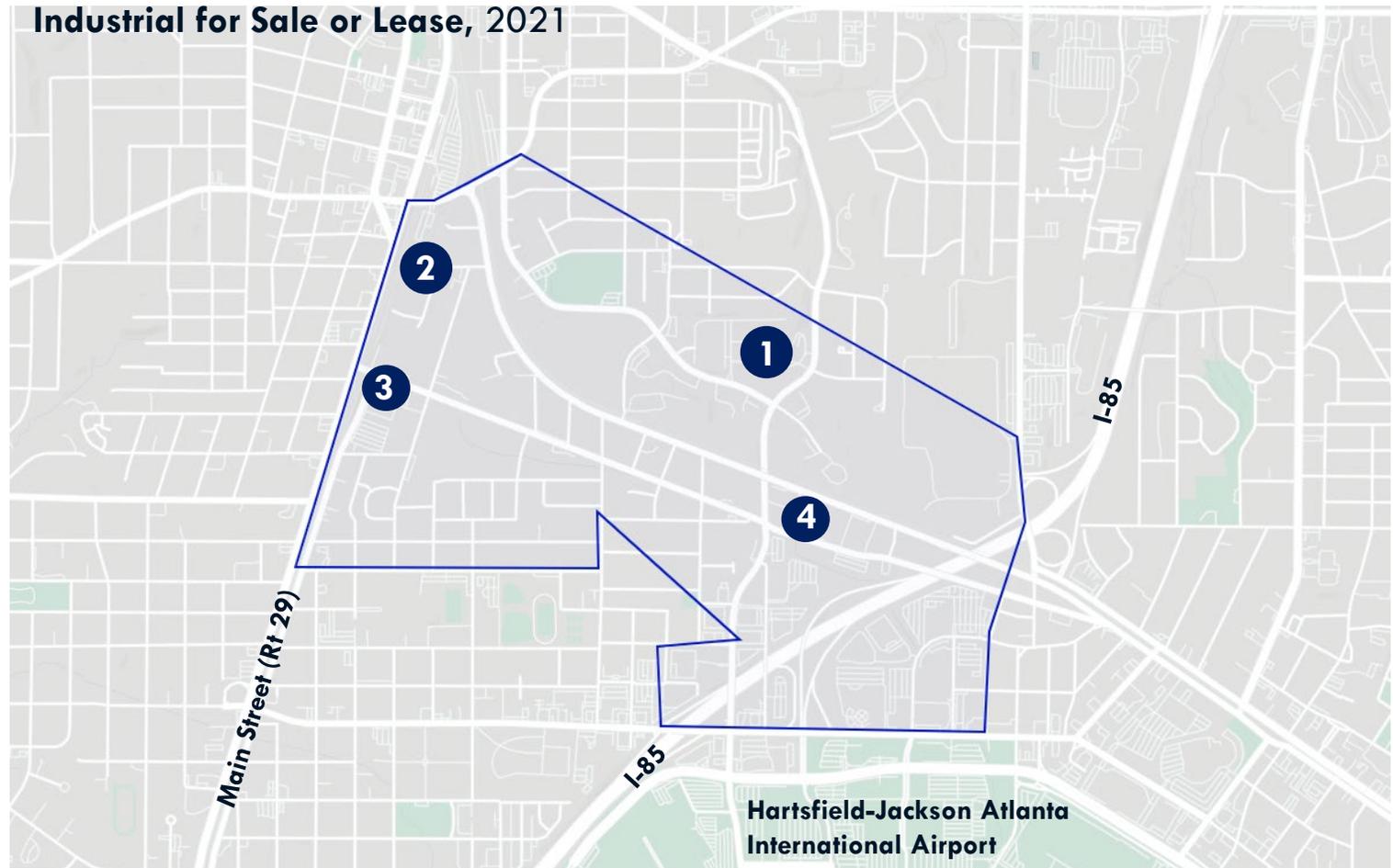
|   |   |
|---|---|
| <p><b>1</b> SA Recycling</p>  <p><b>Use:</b> Recycling<br/><b>Lot (Acre):</b> 17.2</p>                           | <p><b>2</b> Otter Self Storage</p>  <p><b>Use:</b> Self Storage<br/><b>Lot (Acre):</b> 2.3</p> |
| <p><b>3</b> LSG Sky Chef</p>  <p><b>Uses:</b> Food Distribution/airport related<br/><b>Lot (Acre):</b> 2.54</p> | <p><b>4</b> Car lot</p>  <p><b>Uses:</b> Car storage?<br/><b>Lot (Acre):</b> 13.1</p>         |



Source: Google Earth.

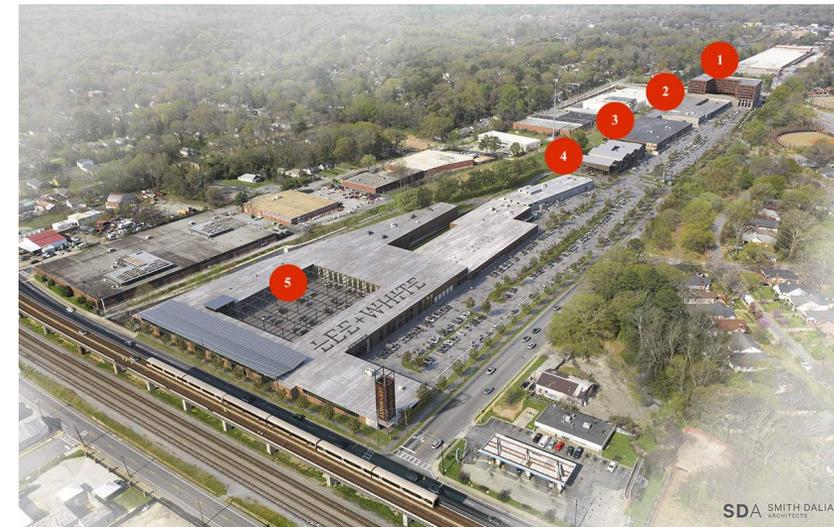
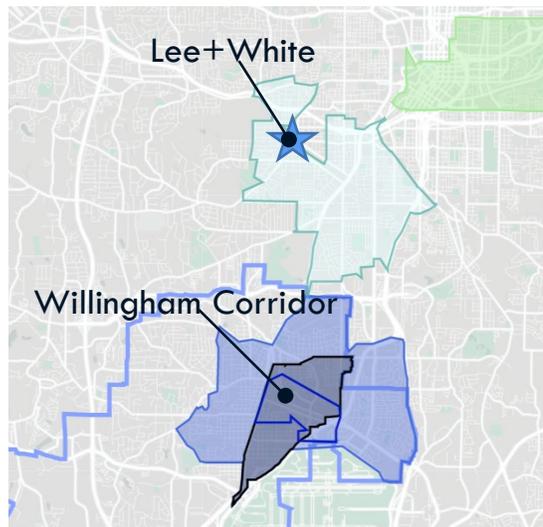
The industrial spaces along the Willingham corridor vary in both size and adaptability. Two of these properties, close to downtown East Point, are currently for sale, and could offer redevelopment opportunities.

|  |   |
|--|---|
| <p><b>1</b> 31030 S Martin St-<br/>Bldg 1</p>  <p><b>Asking Rent( NNN):</b><br/>\$5.70<br/><b>Lot (Acre):</b> 12.15<br/><b>Size (SF):</b> 39,000<br/><b>Year Built/Renov.:</b> 1987</p> | <p><b>2</b> 1571 Taylor Ave</p>  <p><b>Sale Price:</b> \$810k<br/><b>Lot (Acre):</b> 0.45<br/><b>Size (SF):</b> 12,368<br/><b>Year Built/Renov.:</b> 1968</p>                        |
| <p><b>3</b> 1631 Willingham Dr</p>  <p><b>Sale Price:</b> \$4M<br/><b>Lot (Acre):</b> 2.1<br/><b>Size (SF):</b> 52,066<br/><b>Year Built/Renov.:</b> 1965</p>                          | <p><b>4</b> 1129-1199<br/>Willingham Dr</p>  <p><b>Asking Rent( NNN):</b><br/>\$6.00<br/><b>Lot (Acre):</b> 4.3<br/><b>Size (SF):</b> 85,775<br/><b>Year Built/Renov.:</b> 1962</p> |



Source: Co-Star, 2020. Image Source: Loopnet

Atlanta's West End Lee + White industrial adaptive reuse project serves as an example of what is possible when transportation and recreation infrastructure investments activate underutilized industrial real estate.



### Lee + White

Ackerman & Co. and MDH Partners have released new master plans for their \$85 million redevelopment and expansion of the 11-building, 433,000 square-foot Lee + White property in Atlanta's West End neighborhood.

Located just 0.4-miles from the West End MARTA station, the new Lee + White master plans include 250 multifamily units, 145,000 square feet of creative loft office space, 47,000 square feet of retail space, and an outdoor amphitheater. The initial phase of the redevelopment included the addition of tenants such as Monday Night Brewing, Wild Heaven Beer, Best End Brewing, ASW Distillery, and Hop City Craft Beer & Wine, each of which has developed a unique following and enjoyed substantial success.

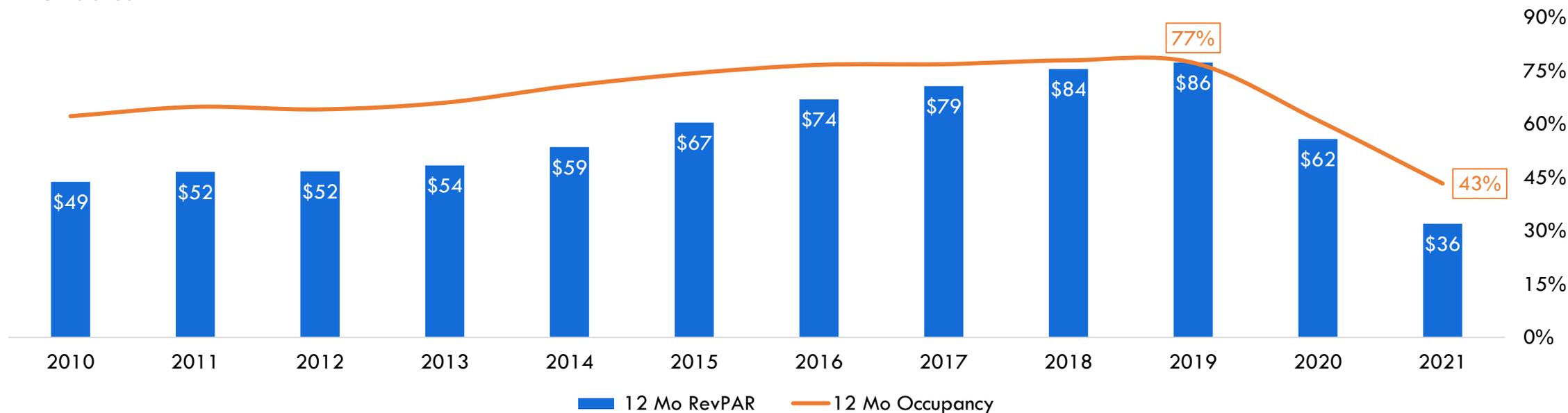
Construction is slated to begin in 2021 with delivery of 42,000 square feet of creative loft office in Phase 1 by the end of 2020, followed by the opening of 17,000 square feet of retail and 103,000 square feet of creative loft office expected later in the year.

HR&A Advisors, Inc.

Prior to COVID, hospitality revenue per room and occupancy were increasing. As the hotels in the Willingham area are reliant on air travel, occupancy and RevPAR will rebound as travel returns to pre-COVID levels.

The Willingham Corridor is home to a significant hub of airport hotels to the north of the airport; the northern edge of the airport is more desirable as it is closer to Atlanta. This has been a large economic driver on the east side of the Corridor.

### Hospitality Activity, 2-mile radius



Source: CoStar, 2020.

HR&A Advisors, Inc.

Willingham Corridor

Packet Pg. 51

The Willingham Corridor is home to hotels of all classes due to its proximity to the Hartsfield-Jackson Atlanta International Airport. One of two major airport hotel clusters is located in the southern area of the Willingham Study Area.

**1 Econolodge**



**Scale:** Economy  
**Rooms:** 99  
**Year Built/Renov.:** 1966

**2 Double Tree by Hilton**



**Scale:** Upscale  
**Rooms:** 220  
**Year Built/Renov.:** 1985/2018

**3 Homewood Suites**



**Scale:** Upscale  
**Rooms:** 122  
**Year Built/Renov.:** 2014



Source: CoStar, 2020. Image Source: Trip Advisor.

Executive Summary

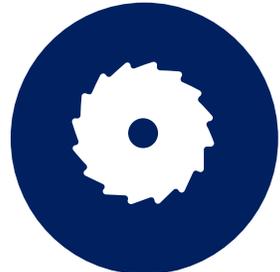
Market Analysis

**Site Analysis +  
Recommendations**

Based on the Willingham Corridor's demographic and economic trends and physical assets, there are six potential redevelopment uses:



MULTIFAMILY



INDUSTRIAL



OFFICE



HOTEL



AMENITIES



RETAIL

The following section examines the feasibility of these uses along different portions of the Willingham Corridor. The character and existing uses of each portion of the Corridor determines the types of development that are feasible.

# Focus Areas

1

2

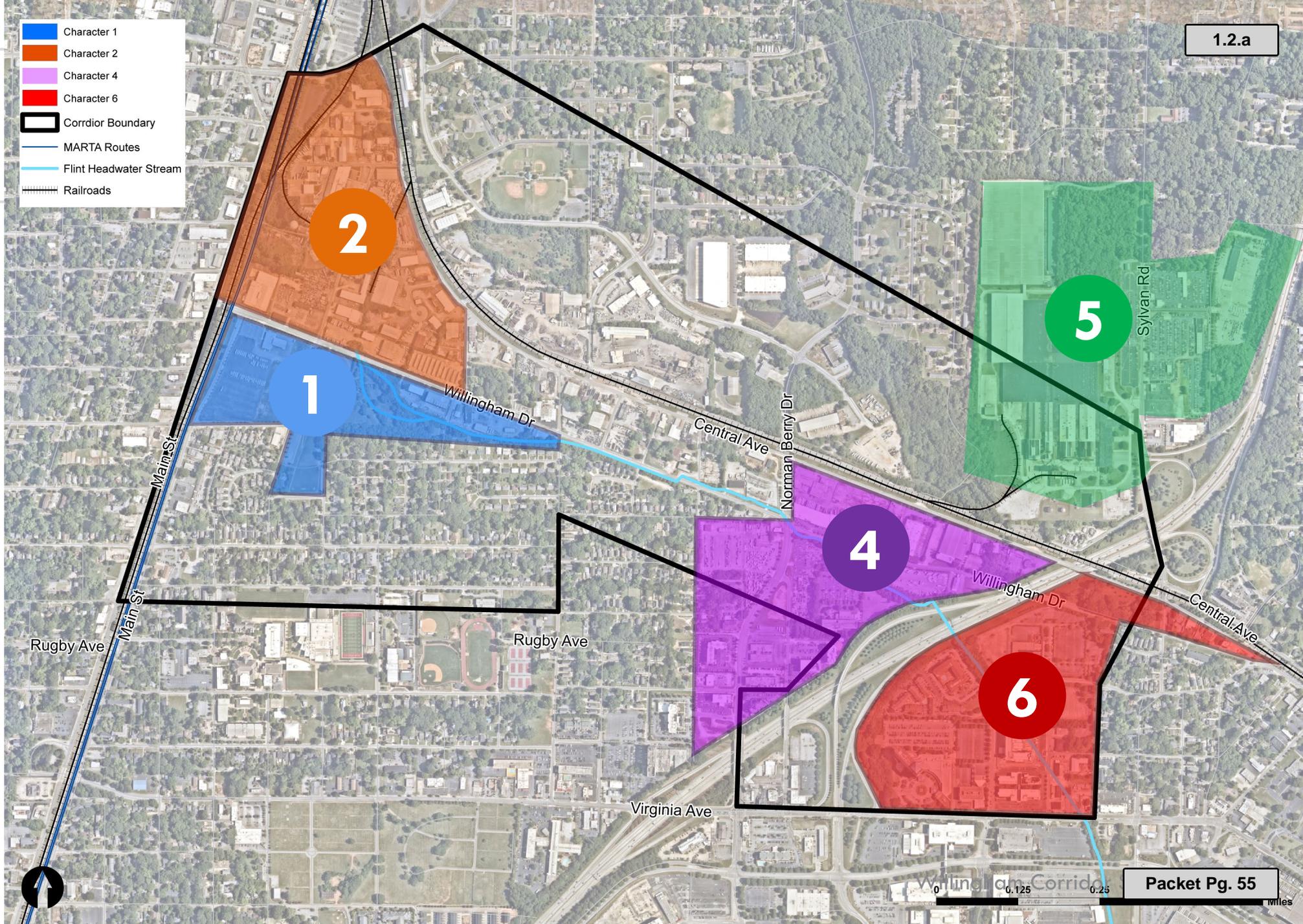
4

6

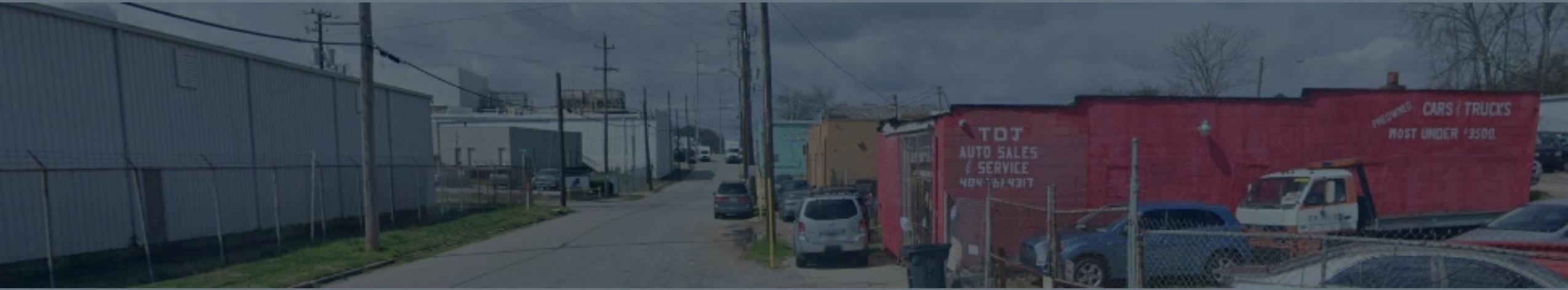
# Challenge Area

5

- Character 1
- Character 2
- Character 4
- Character 6
- Corridor Boundary
- MARTA Routes
- Flint Headwater Stream
- Railroads



# SUBAREAS 1 & 2



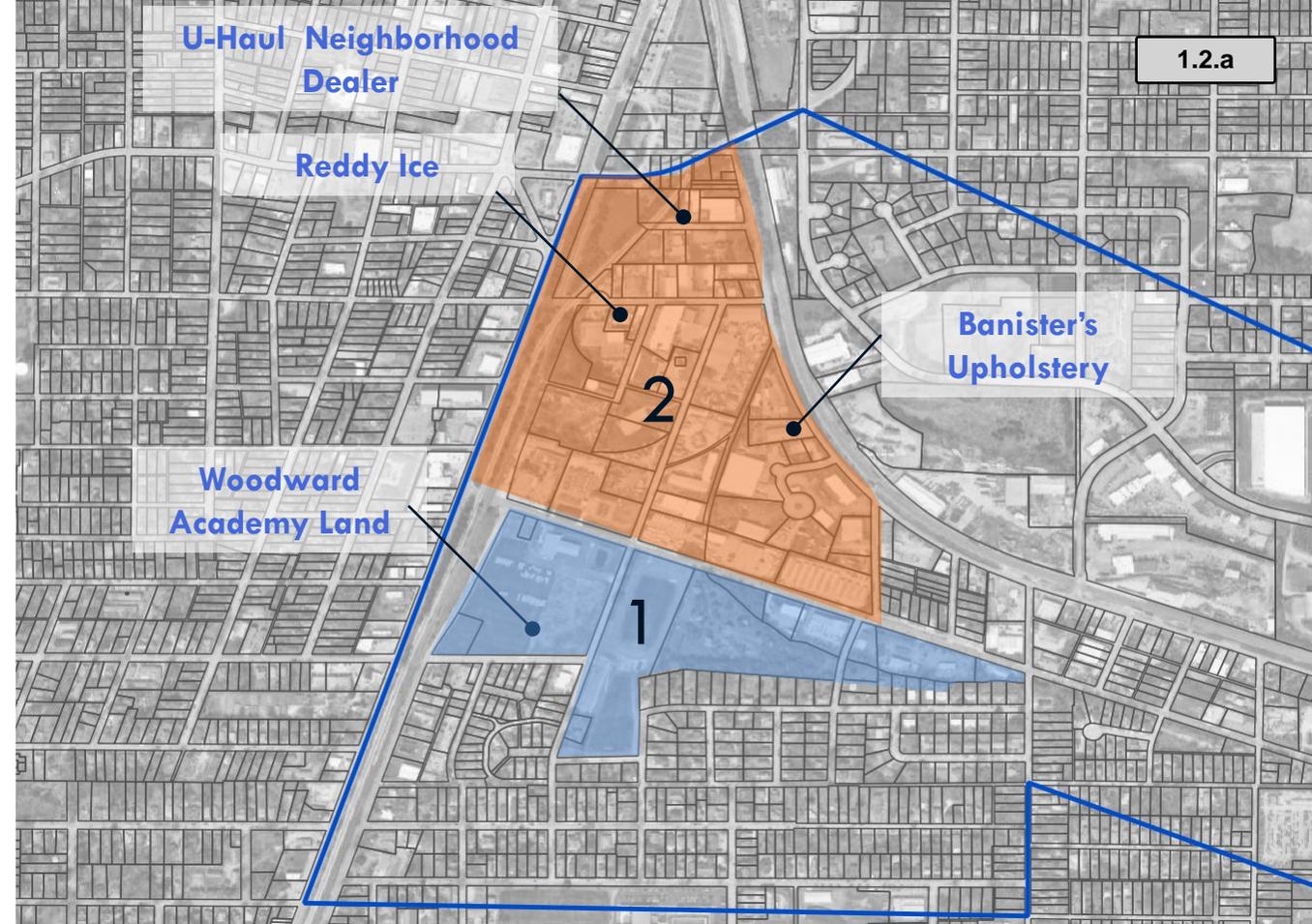
# Existing Conditions: Subarea 1 & 2

**This area is made up of small parcels with light and heavy industrial uses, located between a growing residential area and commercial corridor.**

Subarea 2 is currently small parcels of light industrial uses including ice making, auto upholstery repair mechanics, and storage. The area abuts East Point's Main Street--a commercial road with a heavy traffic volume. Directly below Willingham Drive in Subarea 1, Woodward Academy owns a large lot that is currently used as bus parking and spillover parking. These subareas are the closest portion of the study area located near the East Point MARTA station.

## Assets

- Subarea 1 is 0.2 miles and Subarea 2 is 0.5 miles from the East Point MARTA Station, which is served by the red and gold lines.
- Located adjacent to East Point's main commercial road which has a traffic count of over 21K cars a day. This is similar to the Covington Highway through Decatur.
- There is a large residential population with increasing wealth surrounding these subareas.
- Woodward Academy has a vested interest in improving the area and may be a willing partner.
- There are many historic buildings in the area that can serve as an interesting redevelopment.



## Challenges

- Small parcel sizes and multiple owners make assemblage a more involved and complicated endeavor.
- Many of the businesses in Subarea 2 are doing well and may be reluctant to move, especially as it can be difficult to relocate industrial uses.
- The area lacks general awareness with relatively light traffic on Willingham.

# Case Studies

Avondale Estates and Lee+White are both formerly industrial areas that have undergone massive transformation while maintaining their light industrial uses. These destinations have capitalized on their industrial character to attract consumer-oriented businesses that require inexpensive warehouse space.

- Lee+White**
- The **proximity to the BeltLine** generated new interest in this formerly neglected warehouse district.
  - The **property was fully assembled** and able to launch a node of activity by simultaneously clustering multiple retail uses.
  - The **23-acre Phase 2 redevelopment** will cost \$85M and is being **master planned** to include office space, retail, a food hall, and multifamily.

- Avondale Estates**
- Over the past three decades, the Decatur-Avondale industrial area has transformed into an amenity-rich hub of **breweries, antiques and home furnishings**, and restaurants with regional retail destinations like Your Dekalb Farmer's Market.
  - **A Tax Allocated District was developed in 2007** to help with improvements in the area including re-routing Franklin Street.
  - The area has seen multiple new multifamily development projects including **townhouse development**.
  - The transformation did cause a small loss of industrial jobs, but **jobs remain stable overall**.

Image Source: Lee+White ATL, AJC



# Recommendations: Subarea 1&2



MULTIFAMILY



INDUSTRIAL



OFFICE



HOTEL



AMENITIES



RETAIL

1.2.a

## Opportunity

1. The proximity to Main Street and existing use pattern is similar to the Decatur-Avondale area prior to its gradual transformation to include more light industrial and retail such as breweries and antique sales.
2. Subarea 1 abuts existing residential uses, is separated from any noxious uses, and future benefits from the Finding the Flint project makes residential development an attractive development opportunity.
3. This area's proximity to the East Point MARTA station can be capitalized on to build transit-oriented development that serves the growing population in the Willingham Corridor.

## Potential Uses

1. A regional customer base could support substantial **retail development** in destination retail such as **furniture shops and consumer-oriented light industrial**.
2. **Greenspace or a curated public space** would help create a sense of place and draw future development opportunities, like **for-sale residential**, to the areas removed from industrial uses. The Woodward Academy land in **Subarea 1** is best suited for this type of redevelopment.
3. **Light industrial uses** are compatible with the redevelopment of the Willingham Corridor and can be a part of the Willingham Corridor's brand.
  - Ex: food production, breweries, "maker" spaces, etc.



MULTIFAMILY



INDUSTRIAL



OFFICE



HOTEL



AMENITIES



RETAIL

## Recommendation Strategy

This corridor can capitalize on its central location to promote retail and light experiential retail such as breweries and consider developing multifamily housing or townhouses in the long term. Identifying and creating a funding strategy to support development is an imperative first step.

## Actions

1. **Create a Willingham Corridor TAD** to help fund streetscape improvements, connections to MARTA, and developer incentives. This could be an extension of the existing TAD or the creation of a new district boundary. The funds could be used to help float larger infrastructure bonds to help improve corridor conditions or support a large redevelopment project or the TAD could be structured to provide smaller grants for one-off projects.
2. **Redefine industry** by rezoning the area to exclude any heavy industrial uses to help maintain compatible uses for residential and retail development. This would allow light industry to continue to operate in the area, but mitigate any additional heavy industrial uses.
3. **Consider public/private partnerships** to encourage economic diversification. Partners should be well-capitalized and have past experience working with the public sector. Potential partners include Woodward Academy.
4. **Promote land assemblage** through active public acquisition to develop larger transformational projects.
5. **Offer tax abatements** to encourage larger projects and the development of unique assets such as “maker” spaces.
6. **Promote the Willingham Corridor** through an active advertising and marketing campaign.

# SUBAREA 4

1.2.a



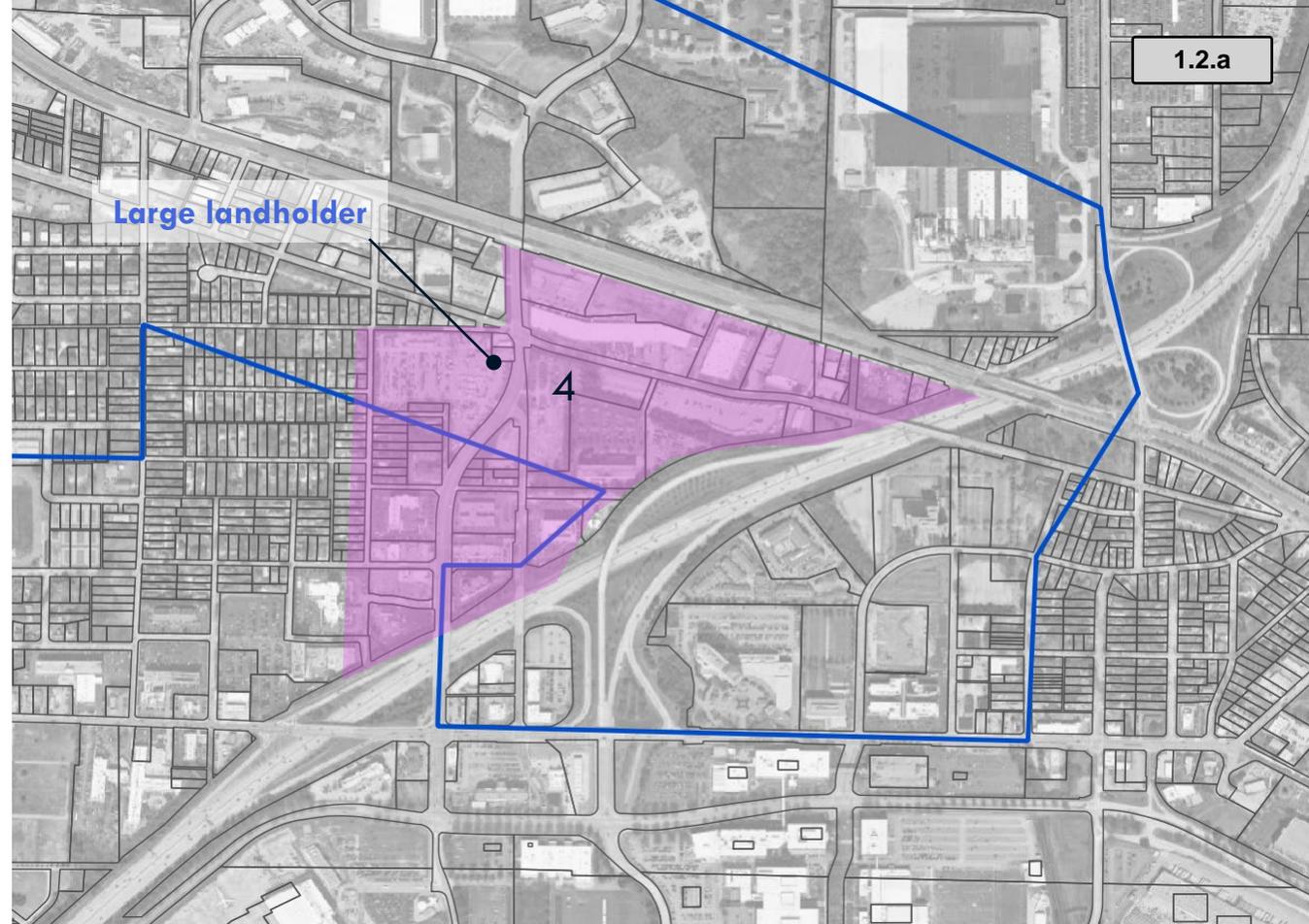
# Existing Conditions: Subarea 4

**Wedged between I-85 and Willingham Drive, this subarea form the central point between Downtown East Point, College Park, and Hapeville, with potential to act as a connector between the Tri-Cities.**

Hotels are already a vital part of the Willingham Corridor Area's economy, and one developer noted that prior to COVID, hotels were doing extremely well. There is a strong market to develop limited-service hotels in the Willingham Corridor Area, though not directly on Willingham Drive without significant changes to the mix of uses and quality of life enhancing amenities. Subarea 4 is best suited to accommodate hospitality development and can build off existing momentum to the south and east.

## Assets

- There is easy access to both the airport, I-85, and an existing airport hotel cluster.
- There is a large landholder that is interested in redeveloping their land to its highest and best use.
- The expansion of the airport to the southwest is displacing a current hotel cluster, forcing hotels to relocate. The Willingham Corridor is more centrally located than other potential locations.



## Challenges

- North of Willingham is home to heavy industrial, some of which is unlikely to relocate in the near future.
- There is a lack of hospitality amenities such as restaurants, bars, and entertainment.
- There is no direct high-frequency transit access.

# Precedents: Subarea 4

The Gateway Center development, located to the west of Atlanta Hartsfield Jackson Airport. The Gateway Center is a larger-scale development than what would occur in Subarea 4, but contributes a vision of a coordinated public development to build an attractive airport hospitality district.

## Gateway Center

- Located to the west of the airport next to the Georgia International Convention Center, the Gateway Center is a **\$230M mixed-use project** that includes class A office, three hotels, and the ATL Skytrain built on a single property.
- The development of the Gateway Center Arena was partially funded through a **public-private bond tied to the city's car rental taxes**, valued at \$36M.
- The development is the result of **public-private partnerships**. The future development of **Six West**, another 311-acre mixed-use project is also relying on a public-private partnership.
- The masterplan for the area included the development of greenspaces for both stormwater management and the creation of new community assets.

Source: Atlanta Business Chronicle, Image Source: Curbed Atlanta, College Park

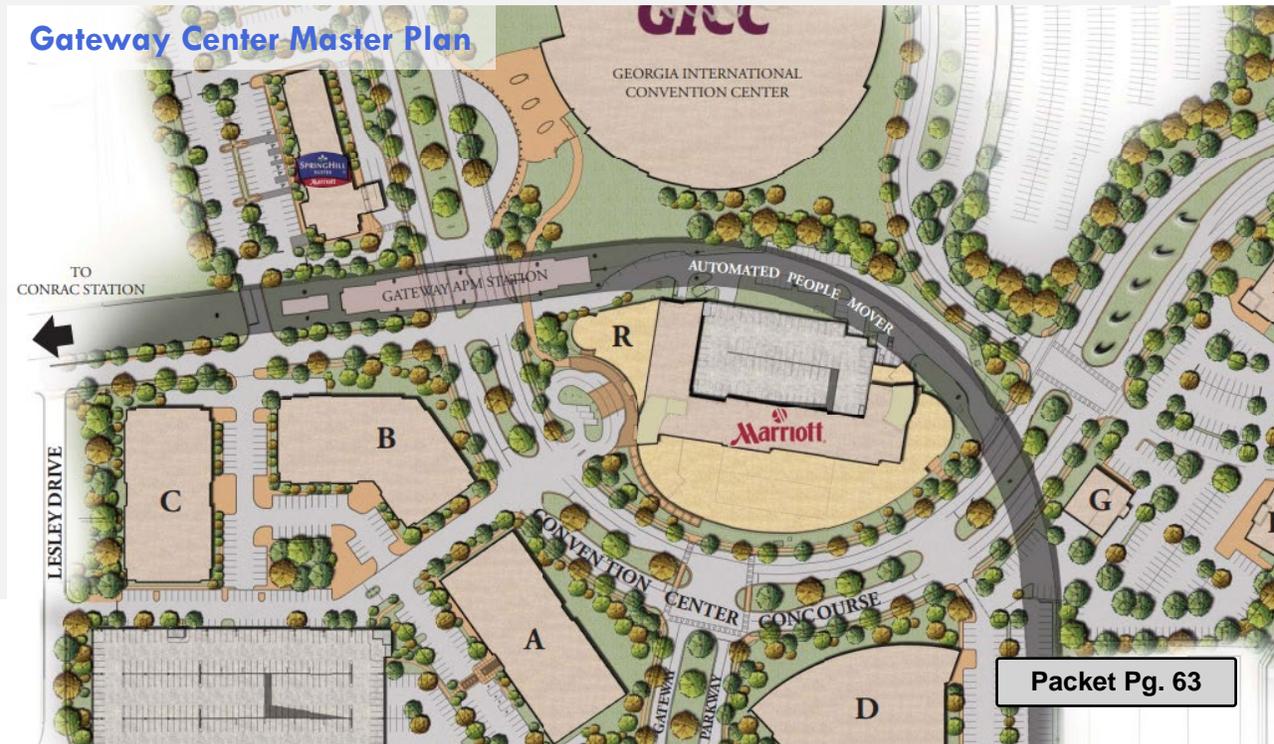
HR&A Advisors, Inc.

Gateway Center

1.2.a



Gateway Center Master Plan



Packet Pg. 63



MULTIFAMILY



INDUSTRIAL



OFFICE



HOTEL



AMENITIES



RETAIL

## Opportunity

1. The proximity to the airport and I-85 is something that should be considered the driving asset for the re-development plan of this area to include hospitality.
2. Subarea 4 is the midpoint between the downtowns of East Point, Hapeville, and College Park making it a possible nexus point between the three. As the cities continue to transform, Subarea 4 can capture some of growth, especially if large-scale master planned development occurs.
3. There is a large landholder that is interested in redevelopment and may be able to catalyze a broader redevelopment plan for the area, requiring a public-private partnership.

## Potential Uses

1. **Hotel development is well suited** and a proven successful model in the hotel cluster directly south of the Willingham Corridor.
2. **Greenspace or a curated public space** would help differentiate the area as a better, coordinated hospitality cluster with a sense of place.
3. **Multifamily** could be a part of a large-scale redevelopment effort supported by public sector interventions and incentives.
4. **Retail** to support the adjoining residential and hospitality uses could be successful in attracting a local customer base.



MULTIFAMILY



INDUSTRIAL



OFFICE



HOTEL



AMENITIES



RETAIL

## Recommendation Strategy

Subarea 4 is well-located to become the airport's next hotel cluster. To support the development of a hotel district, there should be a coordinated development plan that focuses on the addition of infrastructure to support hotel uses and identifying funding sources to support development.

### Actions

- 1. Create a Willingham Corridor TAD or expand the existing East Point TAD** to help fund streetscape improvements, connections to the MARTA, and developer incentives.
  - **Precedent:** Avondale Estates TAD
- 2. Infrastructure investment**, in the form of transit and pedestrian infrastructure improvements, is needed to tie these existing uses together to Willingham.
- 3. Rezone the area to exclude any heavy industrial** uses to help maintain compatible uses for residential and retail development.
- 4. Find the right development partners** including the developer, landowner, and government agency to support a cohesive development vision through **public-private partnerships**. Any “first-mover” developer is taking on considerable risk and will likely need **public incentives** to reach project feasibility.
  - **Precedent:** Gateway Center

# SUBAREA 6

1.2.a



Packet Pg. 66

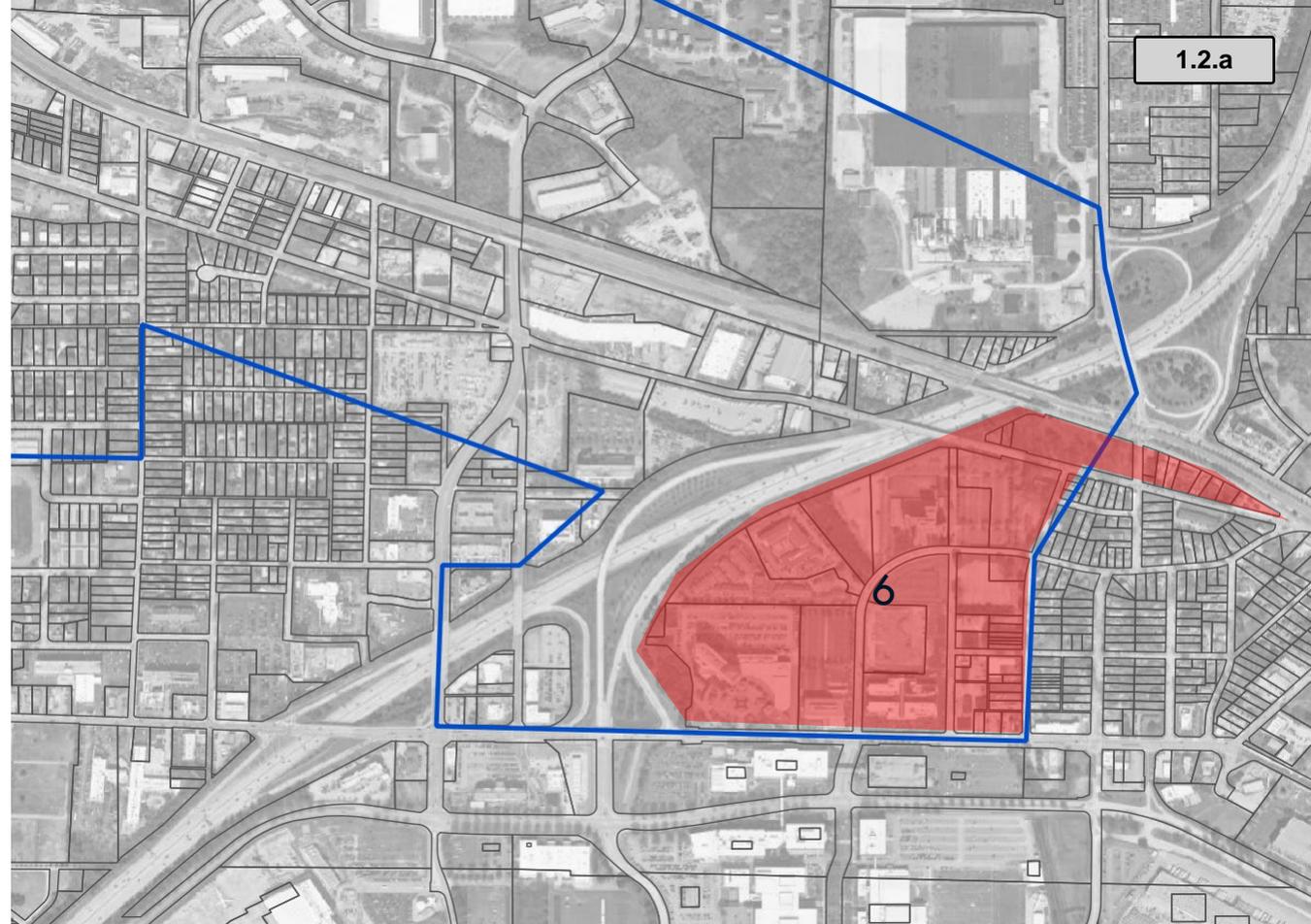
# Existing Conditions: Subarea 6

**Benefitting from proximity to Delta's HQ and downtown Hapeville, this section of the study area is the most likely to redevelop in the near-term.**

A number of projects have already been proposed for this subarea or areas just outside the borders, including new multifamily construction and office new construction and rehabilitation. The area benefits from close proximity to a thriving residential neighborhood and rapidly developing downtown Hapeville, while also largely being removed from the industrial uses of Willingham Corridor.

## Assets

- Easily access to the airport, I-85, downtown Hapeville, and Delta HQ
- There are large, assembled parcels owned by those with an interest in redevelopment. Additionally, the area between Willingham and Central is being redeveloped as multifamily.
- The area to the east is a well-established residential neighborhood with surrounding commercial uses.
- A burgeoning office market with rents close to \$30 PSF exists, but most of the office product is driven by Delta.



## Challenges

- Development here unlikely to directly connect to future development across the interstate along Willingham.
- The proximity to I-85 could preclude some forms of development including condos as many people are reluctant to buy houses near the highway.



MULTIFAMILY



INDUSTRIAL



OFFICE



HOTEL



AMENITIES



RETAIL

## Opportunities

1. The area is adjacent to residential neighborhood with retail and the Delta Headquarters.
2. The area is separated from the heavy industrial uses located on the portion of the Willingham corridor located to the west of I-85 making the area more attractive for residential uses.
3. The Delta brings in thousands of workers per day which can support retail and restaurants.

## Potential Uses

1. **Hotel development is well suited** and a proven successful model in the hotel cluster directly south of the Willingham Corridor.
2. **Greenspace or a curated public space** would help differentiate the area and establish a sense of place.
3. **Major office** redevelopment is likely as the area has successfully attracted a number of corporate HQs.
4. **Retail and multifamily** could be integrated into future large-scale mixed-use projects that offer close proximity to the adjacent residential neighborhood.

# Recommendations: Subarea 6



MULTIFAMILY



INDUSTRIAL



OFFICE



HOTEL



AMENITIES



RETAIL

## Recommendation Strategy

Subarea 6 is well-suited for many forms of commercial development--including hospitality, multifamily, retail, and office uses--but would benefit from creating a more inviting and active public realm.

### Actions

1. **Infrastructure investment**, in the form of transit and pedestrian infrastructure improvements, is needed to tie these existing uses together to Willingham across the interstate.
2. **Greenspace or other public-oriented amenities** could help transition the area from a dated office park into an extension of downtown Hapeville's commercial corridor.

# SUBAREA 5



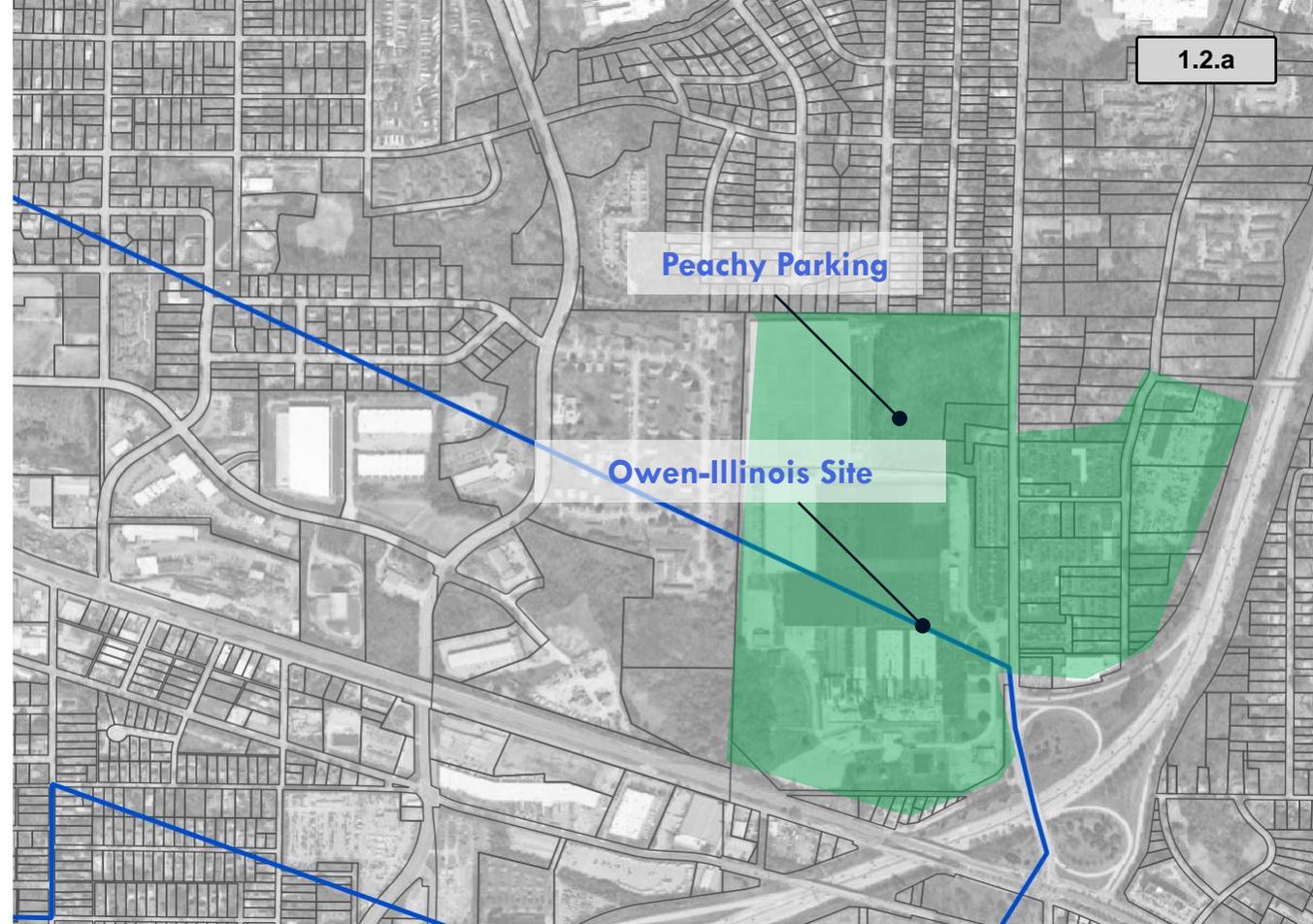
# Existing Conditions: Subarea 5

**Subarea 5 is a roughly ~1M SF vacant manufacturing site that is not presently positioned for major redevelopment, but could maintain an active, temporary use as the local market transitions to support redevelopment in the future.**

Subarea 5 is largely composed of an older industrial site that is being used by Peachy Parking. The Owen-Illinois site is 56-acre industrial site that was formerly a glass manufacturer. The site contains a 1M SF building that is currently underutilized. Any non-industrial redevelopment efforts of this site would require significant investment and remediation, making it infeasible in the current market. Any use that could generate jobs and additional tax revenue is preferred at this time.

## Assets

- The Owen-Illinois site has a single owner and it is not being used at a high level.
- The area is well situated to I-85 and the I-85 exit ramp leads directly to the Owen-Illinois site.
- Peachy Parking is using some of the Owen-Illinois site, which generates some revenue for the City.



## Challenges

- Any redevelopment will require significant environmental remediation due to past heavy manufacturing.
- The size and cost of remediation makes it prohibitively expensive to redevelop.
- Redevelopment would require significant demand across multiple sectors to fill current vacant space with office, retail, or residential.

# Precedents: Subarea 5

The repurposing of a large industrial space does not mean a total abandonment industry. There are many examples of industrial spaces being revamped as light industrial or data-uses, with complementary, integrated mixed-use.

## Project Granite, Atlanta

- QTS, a data center giant, has been redeveloping a large formerly industrial sites into data centers--including Project Granite, a unique mixed-use project anchored by a 1.5M SF data center in Westside Atlanta.
- The project is a **joint venture with an Atlanta-based developer, Third & Urban, and private equity firm.**

## Heppenstall Steel Mill, Pittsburgh

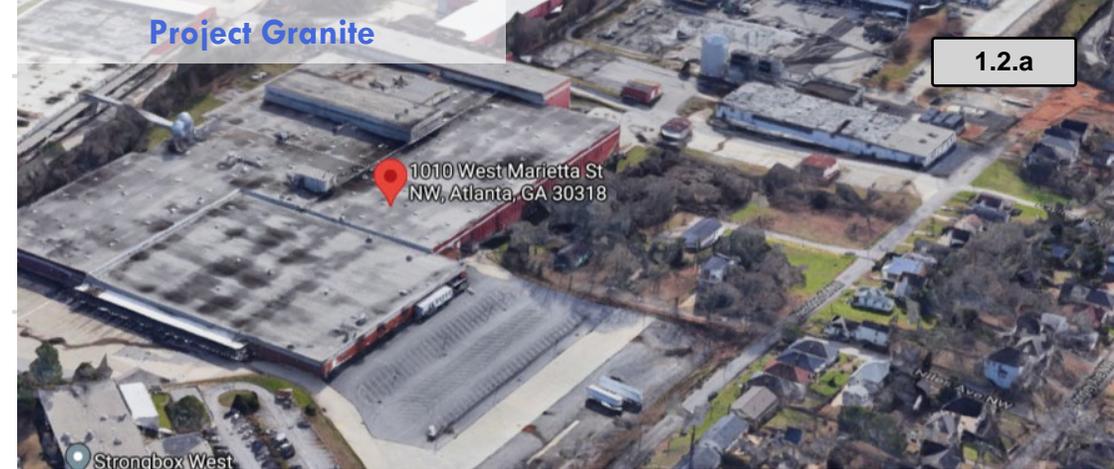
- Carnegie Mellon University's National Robotics Engineering Center renovated a 100k sf defunct steel mill to be a robotics innovation and production facility in 2015.
- The façade and many of the original industrial features were kept, but not all portions of the building were suitable for redevelopment.
- The remediation of site cost \$10M for the 14-acre site.

## Studio City, Atlanta

- Studio City is a 127-acre redevelopment project located on a demolished General Motors plant. The redevelopment will include movie studios, office space, multifamily, retail, and a hotel.
- Gray, the developer, will inherit up to **\$1.5B in bonds from Doraville's economic development authority and a 35% property tax incentive for the next 30 years.**
- Doraville Downtown Development Authority established a **TAD** in 2015 to help develop this site.

Source: Atlanta Business Chronicle, Ward 5 Case Studies, nextPittsburgh, AJC Image Source: Google Maps, Metal Architect, AJC

HR&A Advisors, Inc.



# Recommendations: Subarea 5



MULTIFAMILY



INDUSTRIAL



OFFICE



HOTEL



AMENITIES



RETAIL

1.2.a

## Opportunities

1. Long-term the site has potential to generate tax revenue for the City of East Point, but the City will need to incentive the re-development of the site; in the near future, the market is not likely to attract much interest.
2. The size of the Owen-Illinois building offers many opportunities for the building to be re-positioned as light industrial use.
3. The redevelopment of Subarea 5 will require significant investment due to the site's size--the building alone is the size of 17 football fields--and cost of environmental remediation.

## Potential Uses

1. The size of the former Owen-Illinois site will require a space-intensive use to fully occupy the existing structure. The following industrial uses could serve as temporary or permanent catalysts for surrounding mixed-use development:
  - **Manufacturing uses** could use the Owen site with minimum investment, such as advanced technological manufacturing and innovation centers
  - **Movie studio and film production spaces** continue to grow in the Atlanta metro and are well suited to industrial spaces.
  - **Warehousing and logistics** are a growing industry and the Owen site's is proximate to both the airport and I-85.
  - **Data centers** have been a booming industry in Westside Atlanta because they are compatible with industrial buildings.



MULTIFAMILY



INDUSTRIAL



OFFICE



HOTEL



AMENITIES



RETAIL

## Recommendation Strategy

Subarea 5 is the most challenging redevelopment site due to the size of the Owen-Illinois site, but in the long-term the site can be home to a tax generating use. Identifying and creating a funding strategy to support the redevelopment of the Owens-Illinois site will be necessary to spur interest.

### Actions

1. **Create and incorporate into a Willingham Corridor TAD** to help fund streetscape improvements, connections to the MARTA, and developer incentives.
  - **Precedent:** Avondale Estates TAD
2. **Create a gateway** to the Willingham Corridor through infrastructure enhancements that could make the site more attractive for an industrial anchor.
3. **Incentivize job creation** through industrial tax incentives.
  - **Precedent:** The state of Georgia has heavily incentivized film production through tax credits



# **WILLINGHAM CORRIDOR IMPROVEMENT STUDY**

## MARKET ANALYSIS REPORT



# WILLINGHAM

## CORRIDOR STUDY

# ACKNOWLEDGMENTS

## STUDY PARTNERS

CITY OF EAST POINT  
 CITY OF COLLEGE PARK  
 CITY OF HAPEVILLE  
 AEROTROPOLIS ALLIANCE  
 FINDING THE FLINT  
 CITY OF EAST POINT  
 CITY OF COLLEGE PARK  
 CITY OF HAPEVILLE  
 AEROTROPOLIS ALLIANCE  
 FINDING THE FLINT  
 CONSULTANT TEAM

## CONSULTANT TEAM

KIMLEY-HORN  
 HR&A  
 PEREZ PLANNING  
 TCF

# DOCUMENT OUTLINE

- 00| INTRODUCTION
- 01| EXISTING CONDITIONS AND CORRIDOR ECONOMIC ASSESSMENT
- 02| STAKEHOLDER AND COMMUNITY ENGAGEMENT REPORT
- 03| RECCOMENDATIONS REPORT
- 04| APPENDIX

# INTRODUCTION

---

The Willingham Drive corridor was a center for jobs and industry in the Tri-Cities area for many years. Over the past several decades, many of the businesses and industries left the area as broader economic conditions changed in Metro Atlanta. Recently, the Tri-Cities have pursued community planning efforts and experienced renewed interest in and around their historic downtowns. Additionally, the excitement and energy around the Finding the Flint effort has spurred attention and momentum in areas that in some cases had long lost their value in the in the local economy. Building on these efforts, the Cities of College Park, East Point, and Hapeville along with the Aerotropolis Atlanta Alliance, Finding the Flint and the Atlanta Regional Commission have partnered to develop the Willingham Drive Corridor Improvement Study. This study presents an opportunity to capitalize on the surging activity in the area, attract new investment and development, provide additional community and civic space, and serve to bridge what has acted as a gap between communities for many years.

This report is a culmination of the analysis and findings undertaken during the study and includes three sections, the Existing Conditions and Economic Assessment Report, the Stakeholder and Community Engagement Report, and the Recommendations Report. The Existing Conditions and Economic Assessment Report considers relevant plans, analyzes existing conditions, and assesses the demographic, market and economic conditions within the corridor. This initial analysis provides a framework for identifying specific focus areas, catalytic sites and associated recommendations and implementation items. The Stakeholder and Community Engagement is a summary of the outreach and engagement efforts, including meetings and tools and techniques utilized during the study. The Recommendations Report presents a new vision for the Willingham Corridor area, identifies focus areas and potential catalytic sites, as well as specific recommendations and implementation items that support the overall vision. The recommendations and implementations items include projects related to land use, development, greenspace and trails, transportation, economic development and placemaking.



# WILLINGHAM

## CORRIDOR STUDY EXISTING CONDITIONS AND ECONOMIC ASSESSMENT

# TABLE OF CONTENTS

- 00| **OVERVIEW** ..... **1**
- 01| **PREVIOUS PLANS** ..... **4**
- 02| **CORRIDOR EXISTING CONDITIONS** ..... **9**
- 03| **OPPORTUNITIES AND CHALLENGES** ..... **33**
- 04| **CHARACTER AREAS** ..... **36**
- 04| **CORRIDOR ECONOMIC ASSESSMETNT** ..... **39**
- 04| **PUBLIC ENGAGEMENT** ..... **77**

# OVERVIEW

The first phase of this study includes a review of previous plans, an analysis of existing conditions within the study area, an assessment of the demographic, market and economic conditions within the corridor and initial stakeholder and public engagement. This document summarizes initial findings, key trends and takeaways, identifies potential opportunities and constraints, and provides an initial framework for additional analysis and the development of recommendations.

Based on the initial analysis and assessment, the Willingham Corridor study area currently consists of a majority of industrial uses, commercial buildings and vacant buildings or sites, surrounded by existing single-family neighborhoods. The area is physically divided between the north and south by an existing railroad and divided east and west by MARTA rail and another railroad to the west and Interstate 85 to the west. The market and demographics of the area reflect these physical barriers with similar statistics and trends grouping into areas divided by existing rail and road corridors. The Willingham Corridor study area also has potential opportunities for catalytic development and investment, building off of the activity and momentum related to the nearby downtowns and the airport area.

01 || PREVIOUS  
PLANS

The following plans and studies were reviewed in order to understand what has been considered or is underway in the Willingham Corridor Area. The summaries below highlight some of the most relevant and recent initiatives. These provide a foundation for analysis and recommendations developed during the planning process.

**AEROATL GREENWAY MODEL MILE- EAST POINT: PROJECT FEASIBILITY STUDY (2021)**

This feasibility study for a Model Mile in East Point, as part of the larger AeroATL Greenway Master Plan (2018), proposes a 0.35-mile trail segment north of the East Point MARTA station. The trail alignment primarily traverses private property near the existing Buggy Works development, traveling north through the future East Point Exchange development, before reaching Norman Berry Drive, and connecting with the existing East Point PATH trail. The proposed trail provides a refined alignment for a similar segment of trail previously proposed in the East Point PATH Trails Master Plan.

**AEROATL GREENWAY MODEL MILE- HAPEVILLE: PROJECT FEASIBILITY STUDY (2021)**

This feasibility study for a Model Mile in Hapeville, as part of the larger AeroATL Greenway Master Plan (2018), proposes a 1.5-mile trail segment that connects the Delta Headquarters to downtown Hapeville and multiple airport employment centers, restaurants, and support services. The trail alignment runs along the North Outer Loop Road, Virginia Avenue, Doug Davis Drive, and Perry Hudson Parkway. The Hapeville AeroATL Model Mile segment was identified as an important project within the Hapeville 2016 Livable Centers Initiative (LCI) Plan Update and promotes transit-oriented development (TOD).

**EAST POINT EQUITABLE GROWTH & INCLUSION STRATEGIC PLAN (2021)**

The purpose of this plan is to create a framework for equitable and inclusionary growth. The plan introduces four goals: engaged community, just industry, inclusive housing, and equitable development. Engaged community focuses on providing the community a platform of representation. The Just Industry goal focuses on articulating a vision for the city as a home for equitable, sustainable industrial jobs. The Inclusive housing goal focuses on creating programs, policies, and investments to keep East Point affordable. The Equitable Economic Development goal recommends policies promoting accountability of the inclusion of local businesses and workforce in private development.

**EAST POINT CITY AGRICULTURE PLAN (2020)**

This plan serves to provide a vision for establishing a vibrant and sustainable community food system in East Point over the next 5-10 years. It identifies 5 priorities: 1. Improving Local Food Access 2. Supporting Local Urban Growers 3. Establishing the Role of Local Government 4. Cultivating Environmentally Resilient Practices 5. Branding East Point as a Local Food Destination. This plan suggests considering creative ways to incorporate agriculture into publicly owned land and utility easements.

**EAST POINT STORMWATER ASSESSMENT- FLINT RIVER WATERSHED HYDRAULIC IMPROVEMENTS EVALUATION (2020)**

The document evaluates issues with stormwater and flooding within the Flint River watershed, predominantly along Willingham Drive. The assessment determines most culverts to lack sufficient capacity to contain the peak flows generated from storm events of 5-years or greater. This deficiency leads to water overflow onto roads and further flooding complications.

**EAST POINT WAREHOUSE DISTRICT CONCEPT PLAN (2020)**

The East Point Warehouse District Concept Plan explores the past and future of the industrial area near Downtown East Point and the East Point MARTA Station. The architectural character and possible adaptive reuse of the buildings in this area make it a desirable space for redevelopment and reinvestment. The East Point Warehouse District' Concept Plan reestablishes and celebrates the relationship between the district and Downtown East Point, the railroad, and MARTA, as well as the area's rich history dating back to the beginning of The City of East Point.

**EAST POINT WAREHOUSE DISTRICT: ENVIRONMENTAL DESIGN- PHASE 1 (2020)**

This study identified specific actions and next steps needed to make the Warehouse District Concept Plan a reality. Design elements that could be incorporated into the redesigned area include a railroad park, an event space, gateway enhancements through billboards and murals, pedestrian pathways, and other public art.

**SIX WEST DISTRICT PLANS (2020)**

Formerly known as "Airport City College Park", this plan continues the planning process for the roughly 320-acre area located west of Downtown College Park, north of Camp Creek Parkway. There are five districts within Six West: Luxury Retail/Commercial, Camp Creek, Incremental, Corporate/Headquarters Office, and Golf Entertainment. In this Plan, the build-out of the Six West District is shown in two phases of development. The successful development of Six West will have a profound impact on the other areas around the Atlanta airport, including the Willingham Drive area.

**SOUTHERN FULTON COMPREHENSIVE TRANSPORTATION PLAN (2020)**

The study is a comprehensive transportation plan for the communities of southern Fulton County including Chattahoochee Hills, College Park, East Point, Fairburn, Hapeville, Palmetto, South Fulton, Union City, and adjacent areas incorporated into the City of Atlanta. The study was primarily conducted to coordinate the plans of the independent cities, MARTA, GRTA, ARC, SRTA, ATL and GDOT to address short term and long-range transportation needs and identify priority transportation improvements within the area. The plan includes pedestrian connectivity improvements along nearby Cleveland avenue as well as identifies opportunities for trail and sidewalk connectivity corridors nearby in the cities of East Point, Hapeville, College Park and proximal neighborhoods around the airport.

**AEROTROPOLIS LAND USE ANALYSIS (2019)**

The Aerotropolis Land Use Analysis assessed current and future land use designations and policies, with a focus on key transportation corridors and jurisdictional boundaries. Through a review of land use policies, GIS analysis, and stakeholder engagement, this assessment prioritized key geographies and corridors where interjurisdictional coordination and collaboration is recommended. This report offers next steps for the communities and the Aerotropolis Atlanta Alliance to better coordinate land use and economic development goals across jurisdictional lines as well as prepare the Alliance to embark on its next strategic and visioning process: Aerotropolis Blueprint 2.0.

**AEROATL GREENWAY PLAN (2018)**

The AeroATL Greenway Plan provides a framework for trail connectivity across the Aerotropolis Atlanta region, which includes 6 cities and unincorporated Clayton county around Hartsfield-Jackson Atlanta International Airport (H-JAIA). The trail network is designed to address community goals and opportunities including: Connect communities to area amenities and everyday services, connect to and loop around Hartsfield-Jackson Atlanta International Airport (H-JAIA), enhance economic development opportunities in Aerotropolis downtowns and future development sites and, create a system that is unique to south metro Atlanta.

### FULTON COUNTY TRANSIT PLAN MASTER PLAN (2018)

The Fulton County Transit Master Plan identified transit needs and preferred transit investment scenarios for the 14 participating cities within Fulton County. The most suitable modes were identified for key corridors across the County. A major goal of the study is to coordinate the 14 independent municipalities in Fulton County with MARTA and state legislators to realize funding opportunities where transit investment is most needed.

### CITY OF HAPEVILLE COMPREHENSIVE PLAN UPDATE. LIVABLE CENTERS INITIATIVE STUDY (2017)

This study was a joint planning activity that combined an updated Hapeville Livable Centers Initiative Study with an updated City of Hapeville Comprehensive Plan. Five (Re) development Nodes were identified to focus investment in key locations, where redevelopment was most desired or more likely to occur. The location of the (Re)development Nodes are: East Gateway, West Gateway, Downtown, Virginia Avenue Gateway, and Airport Loop Gateway.

### COLLEGE PARK LIVABLE CENTERS INITIATIVE- INVESTMENT POLICY STUDIES (2017)

This transportation and land use study investigates how to better integrate and connect Downtown College Park with the several districts and sites within College Park including the Gateway Center the College Park MARTA station; and a proposed mixed-use development site located adjacent to Hartsfield-Jackson Atlanta International Airport. Key market findings are: Low-profile, but growing office market; Rapidly growing industrial market; burgeoning hospitality market; Struggling retail sector with a prospective future; Low-profile, but rising apartment market.

### EAST POINT COMPREHENSIVE PLAN UPDATE (2017)

The comprehensive plan update assesses at a city-wide level, the population and housing demographics for the City of East Point, comparing East Point to the surrounding communities at the same scale. The findings that were identified during the public outreach process for the East Point 2017 Comp Plan particularly identified the Willingham Drive Industrial Corridor as one of the four areas that were “most in need of attention.” The Future Development Map within the comprehensive plan identified the areas along and near Willingham Drive as a mix of neighborhood centers, industrial, commercial, and residential.

### FINDING THE FLINT (2017)

In 2017, American Rivers, The Conservation Fund, and the Atlanta Regional Commission launched Finding the Flint to unearth the Flint River and make it an asset to the regions by: restoring the river, connecting people to the river and throughout the region, adding beauty to the region, and prevent future flooding. This ambitious effort created a new vision for this forgotten waterway that focused on the restoration of the Flint River’s ecology, while simultaneously exploring how to reconnect the River to the surrounding communities it passes through.

### AEROTROPOLIS BLUEPRINT (2016)

The Aerotropolis Atlanta Blueprint provides high-level framework for Metro Atlanta’s south side, specifically the area around Hartsfield-Jackson Atlanta International Airport (ATL). The Blueprint identifies high-level strategies, target industries, catalytic site and key corridors as well as organizational priorities for the Aerotropolis Atlanta Alliance.

### CITY OF HAPEVILLE COMPREHENSIVE PLAN (2016)

The City of College Park’s current comprehensive plan establishes a guide for growth and development during 2016-2036, by identifying critical issues and opportunities. The Future Land Use Map within the comprehensive plan envisions the area nearest to Willingham Drive as a mix of residential, commercial, and institutional.

### EAST POINT PATH TRAILS MASTER PLAN (2016)

The East Point PATH Trails Master Plan, created by the PATH Foundation and KAIZEN Collaborative, identifies 24.5 miles of potential bicycle and pedestrian trails throughout the city. The proposed trail network would link the downtown business district, city parks, neighborhoods, destination points and major visitor areas, and employment centers. The East Point PATH Trail system is portioned into 16 segments. A 1.31-mile segment, “EP PATH #08 Egan Park to East Main Street,” intersects with the Willingham LCI study area.

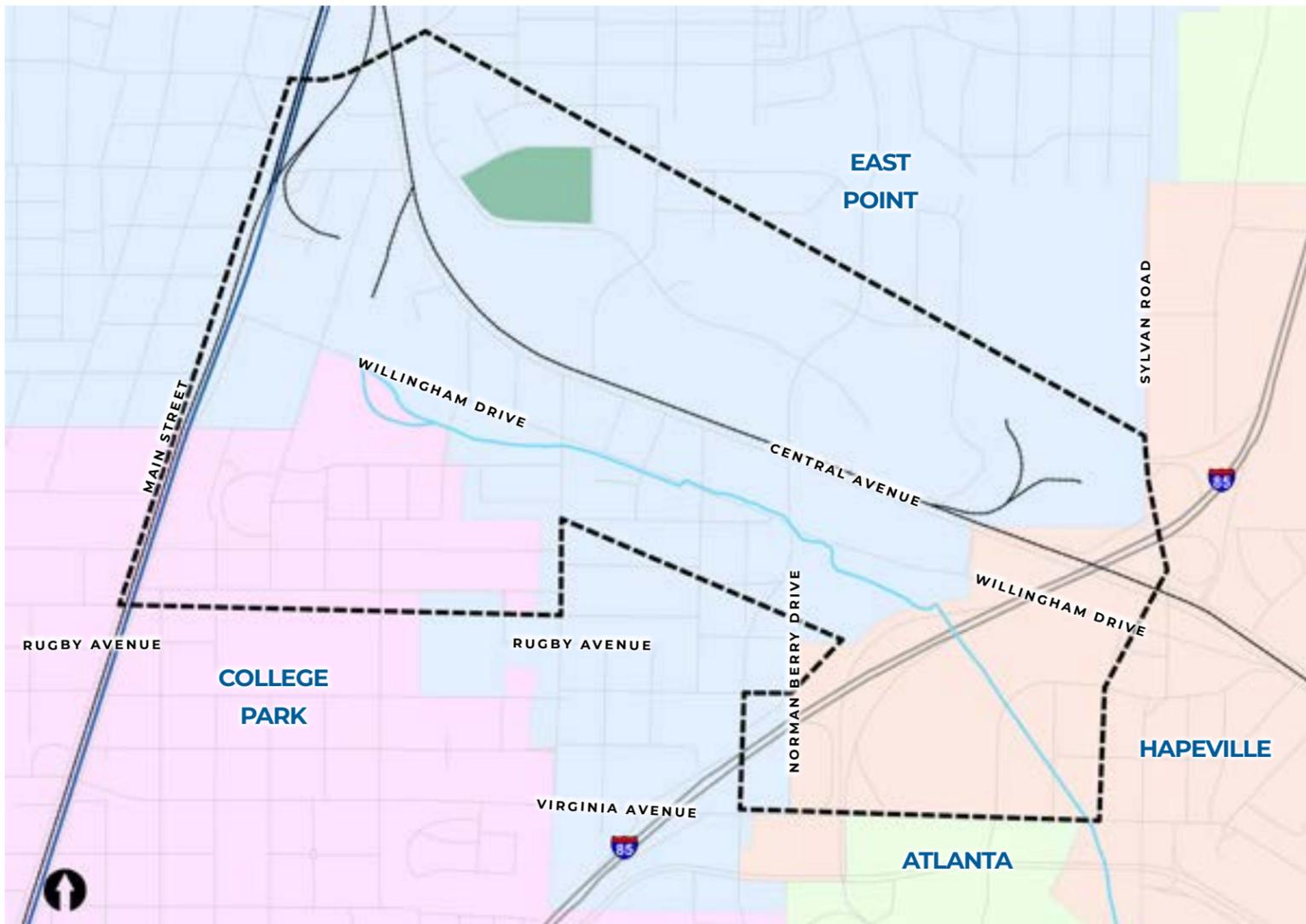
### CITY OF EAST POINT- MAIN STREET CORRIDOR TOD PLAN (2012)

This Transit Oriented Development plan (TOD) is focused on a 430-acre area near two MARTA stations - the East Point Station and the Lakewood/Ft. McPherson Station. The Plan pinpoints redevelopment sites that support TOD principles with compact developments that contain a mix of uses - such as housing, jobs, shops, restaurants, and entertainment, and are located within walking distance to the two MARTA stations.

### EAST POINT STRATEGIC ECONOMIC DEVELOPMENT PLAN (2012)

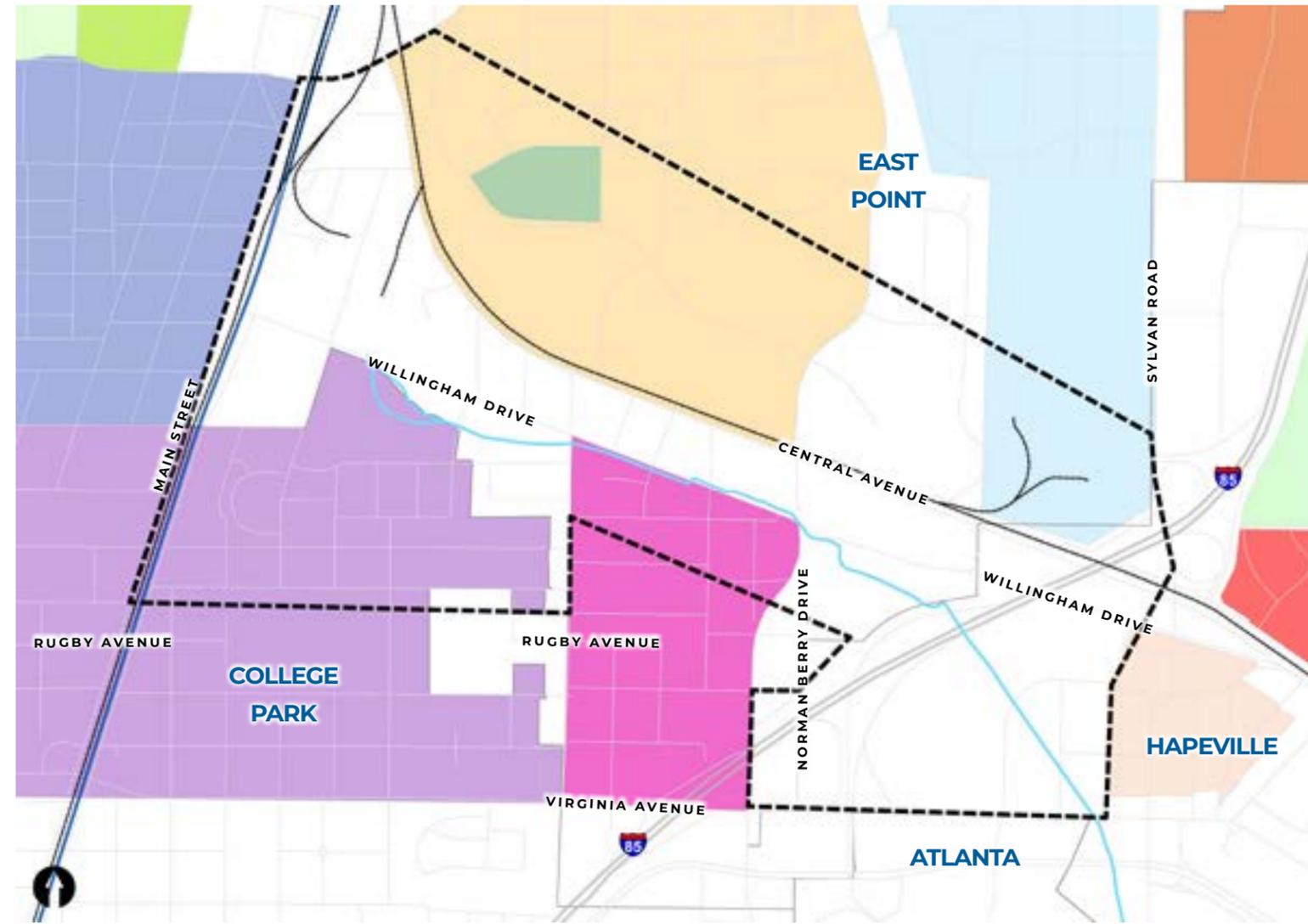
This plan establishes a guide for the City of East Point’s economic development activities between 2012-2022 by addressing the following goals: Stimulating growth in the commercial, industrial, and residential sectors; Encouraging expansion of East Point’s economy and job base; Retail displacement and vacancy trends; Implement strategies to improve and reduce vacancies in retail, industrial, and office sectors; Identify and develop of incentivizing strategies to create a more viable and competitive business environment; Make East Point a better place to live and work for its citizens and businesses.

**02** | **CORRIDOR  
EXISTING  
CONDITIONS**



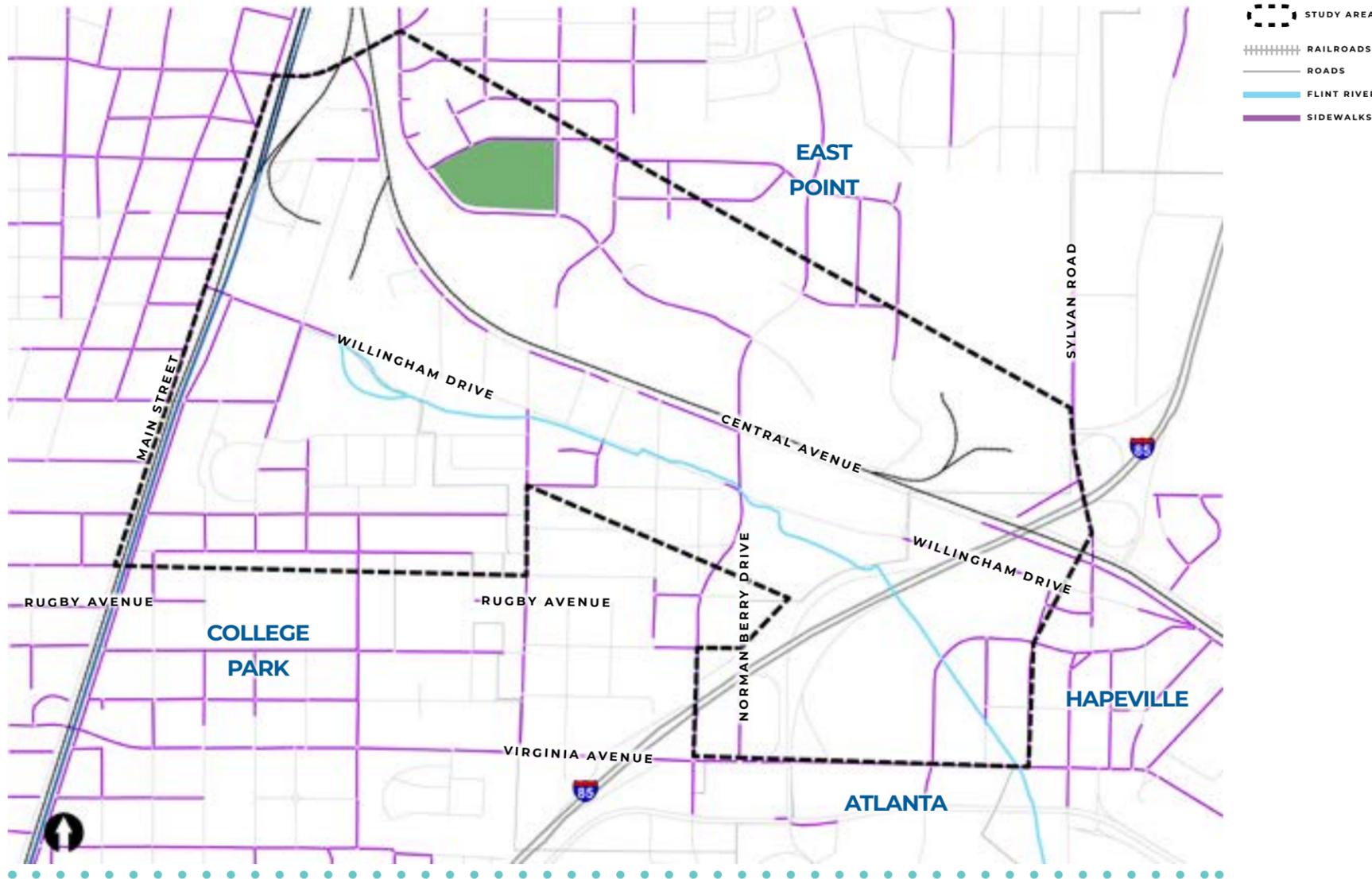
## CITIES

Hapeville, East point, College Park, and Atlanta are the four municipalities within or near the study area. The city with the greatest footprint is East Point. Of the four cities, Atlanta has the least amount of land in the study area. The Willingham Corridor is one of the primary locations where these jurisdictions meet, the other being the nearby Virginia Avenue corridor. The study area represents a key location connecting these jurisdictions to each other, includes land within each jurisdiction and thus any planning or implementation will likely have to be collaborative to be successful.



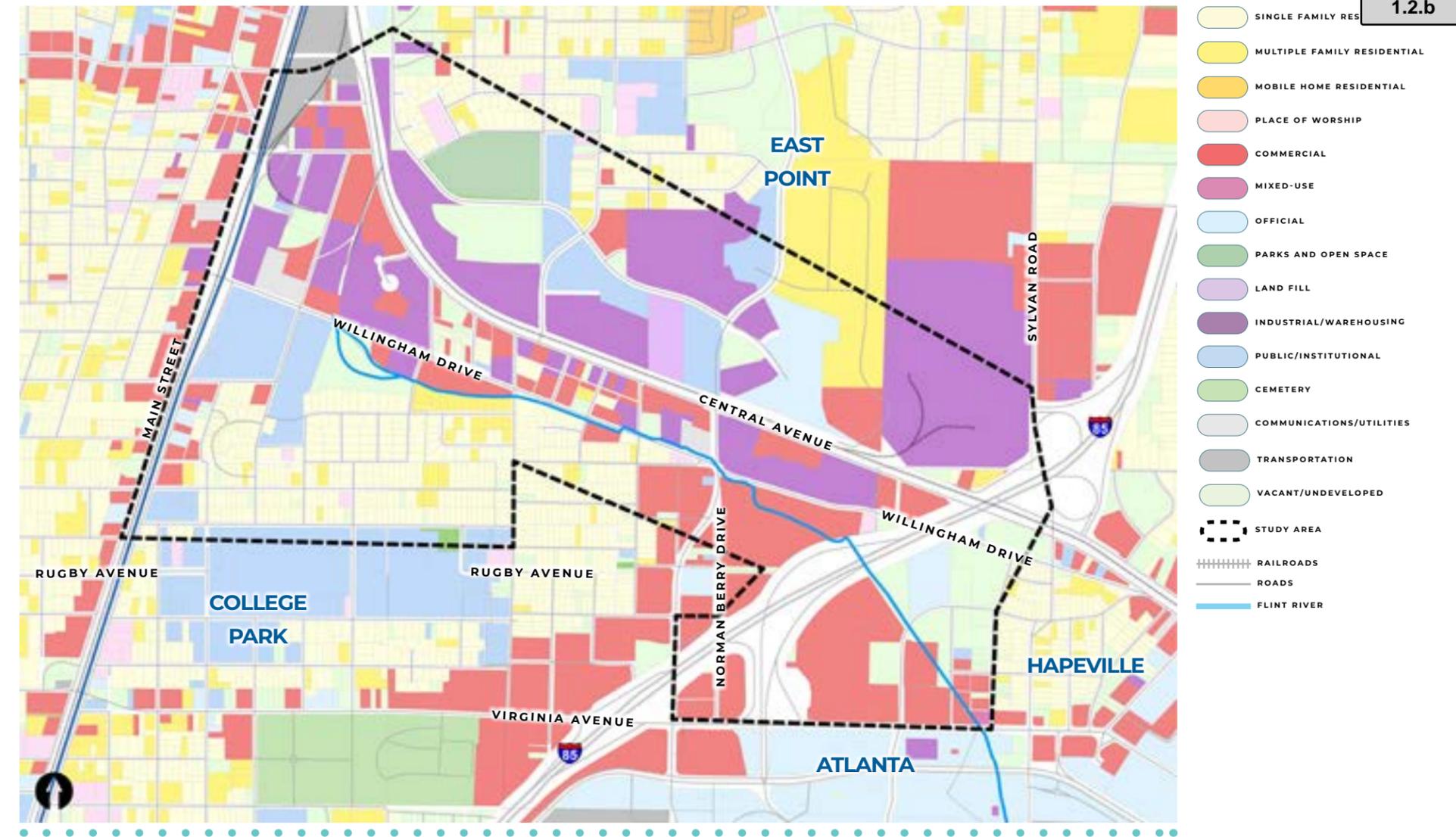
## NEIGHBORHOODS

There are nine neighborhoods in or tangent to the study area including Azalea Park, Center Park, Cofield Park, Eagan Park, East Washington, Frog hollow, Historic College Park, River Park, and Virginia Park. The Eagan Park and Historic College Park neighborhoods are located adjacent to Willingham Drive and the core of the study area. The East Washington and River Park neighborhoods are located near the most heavily industrial areas of the Corridor. If Extensive industrial changes were to occur near these neighborhoods, they would be affected greatly. Any improvements or redevelopment made along Willingham will have a direct impact on these neighborhoods.



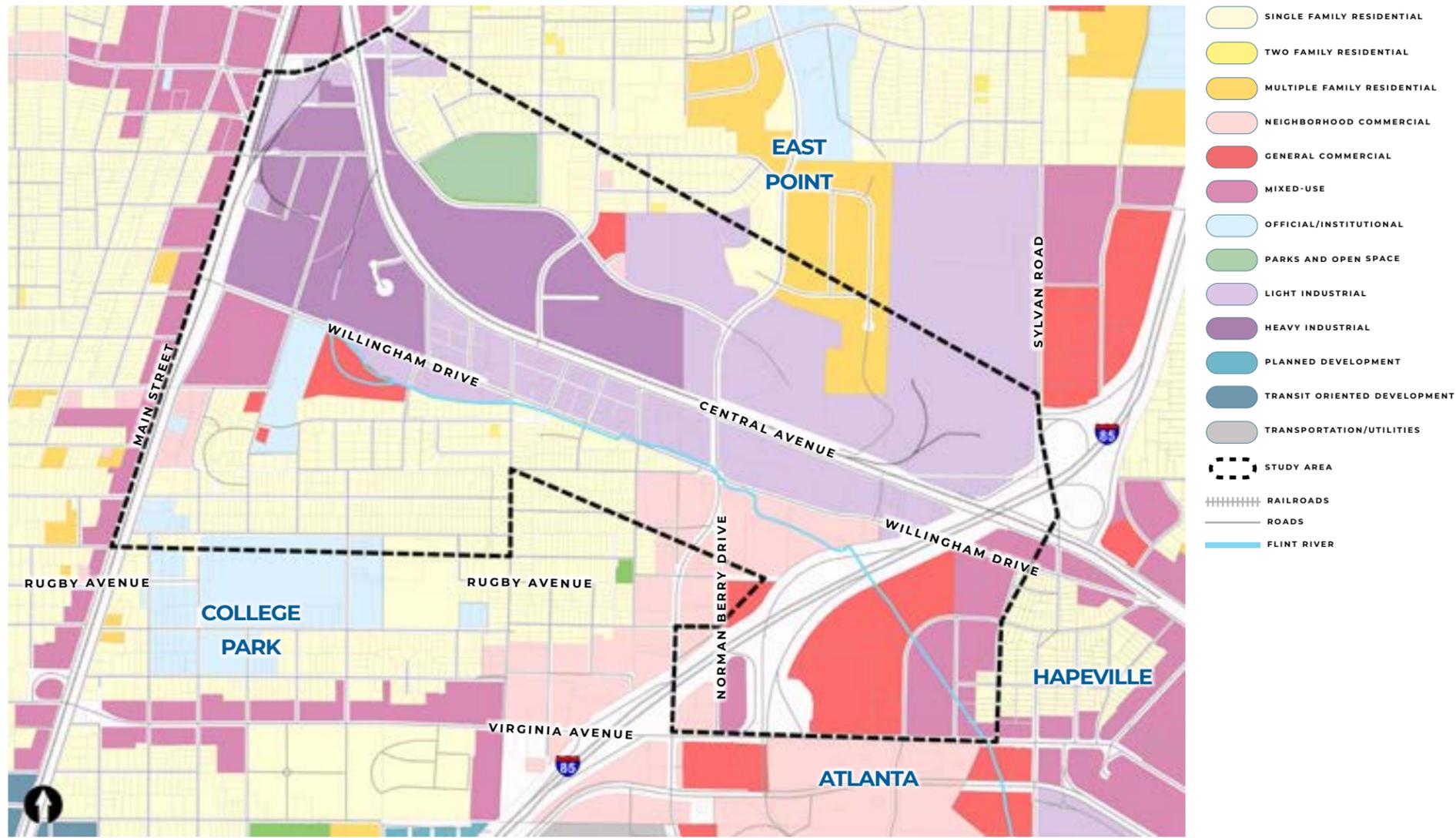
## SIDEWALKS

Within the study area sidewalks are primarily located around residential areas and Woodward Academy. Willingham has limited sidewalk coverage and Central Avenue includes sidewalks with many large gaps in the network. Additionally, sidewalk connections to and from Willingham Drive or Central Avenue are limited. Most of Main Street and Virginia Avenue have complete sidewalk coverage; with the western segment of Main Street having the most consistent coverage.



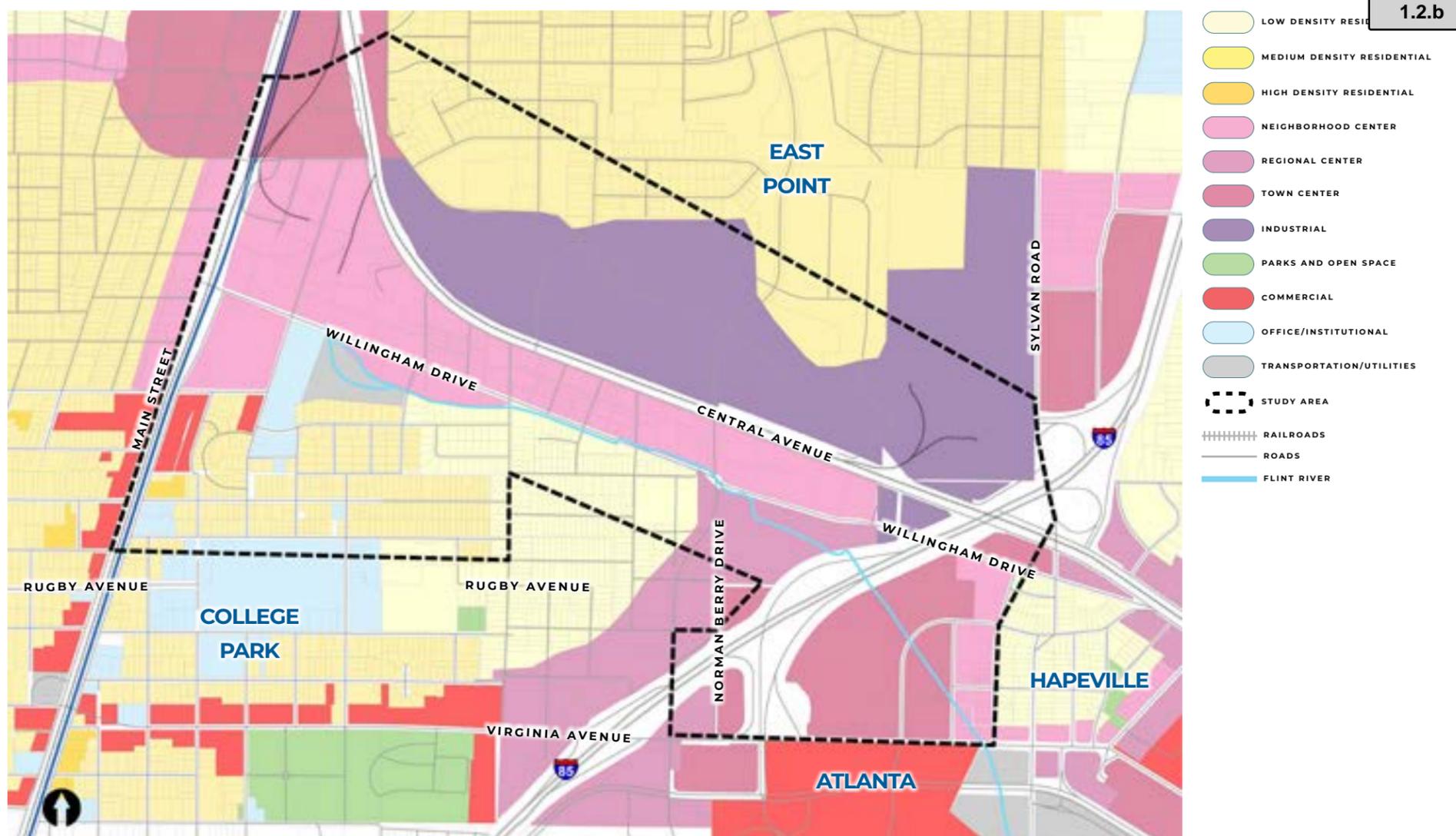
## EXISTING LAND USE

There are a variety of uses present within the corridor. The central core of the corridor is primarily a mix of commercial and industrial/warehouse uses, but there is also a significant residential presence in the area. The industrial/warehouse uses are mostly located along Central Avenue, Willingham Drive, and Sylvan Road. In the southern area of the corridor near the Delta Air Lines headquarters, there is a dense collection of commercial, retail, office, and hotels. Most of the residential properties in the study area are single-family but a mix of multi-family is present as well. A significant stakeholder and the largest educational presence in the area is Woodward Academy. There is one landfill located off R.N. Martin Street. There are numerous vacant lots in the study area that detract from character and activity in the area but may create an opportunity for redevelopment.



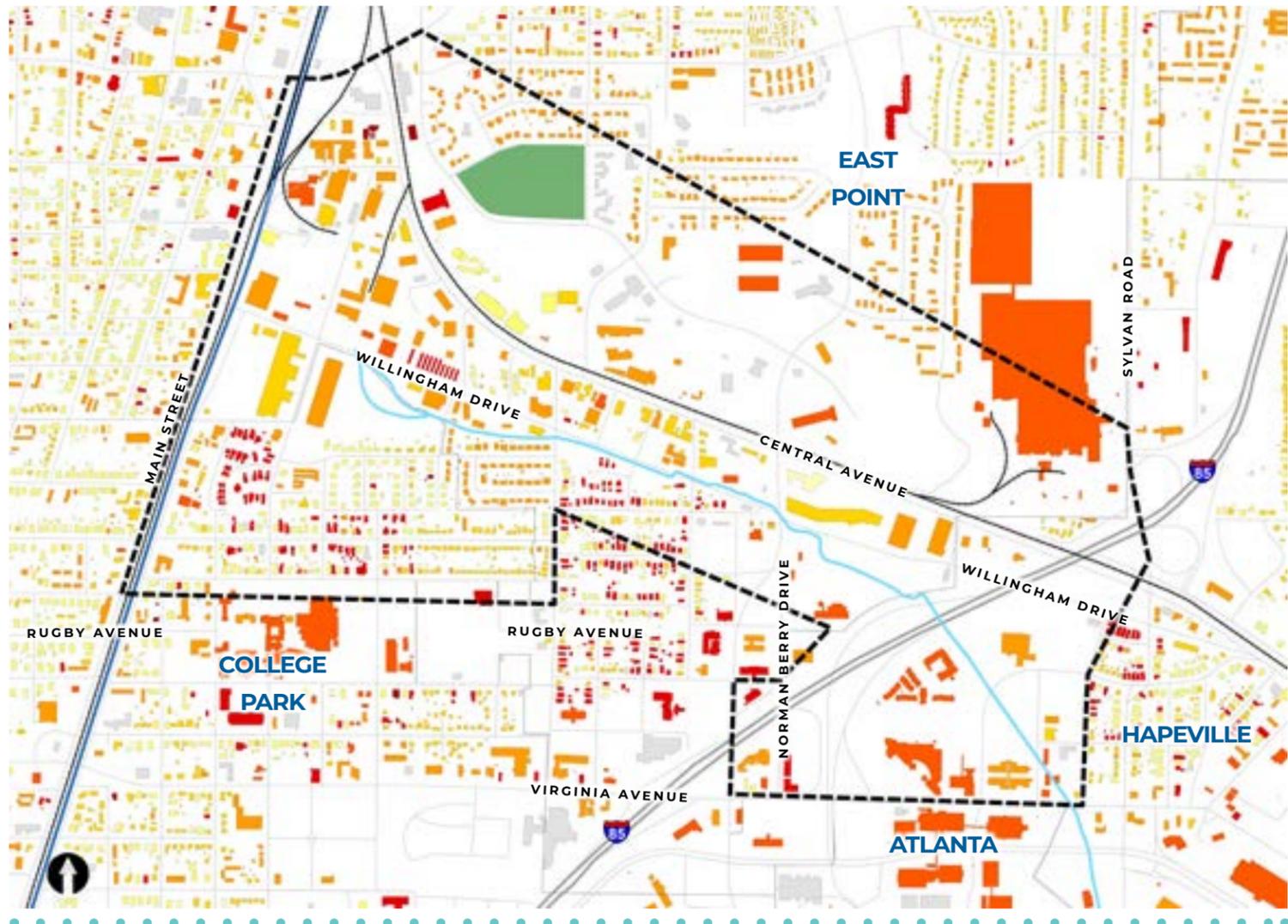
## ZONING

The most common zoning designations within the study area are single-family residential, light industrial, heavy industrial, and mixed-use. Most industrial zoning is located along and north of Willingham Drive, west of Sylvan Road, and east of Main Street. Multi-family residential is mostly located along Norman Berry Drive and north of Central Avenue. Mixed-use and commercial zoning is mostly located along major roadways and corridors including Main Street, Virginia Avenue, and I-85. Planned development, park and open space, and transportation/utilities have the lowest presence inside the study area.



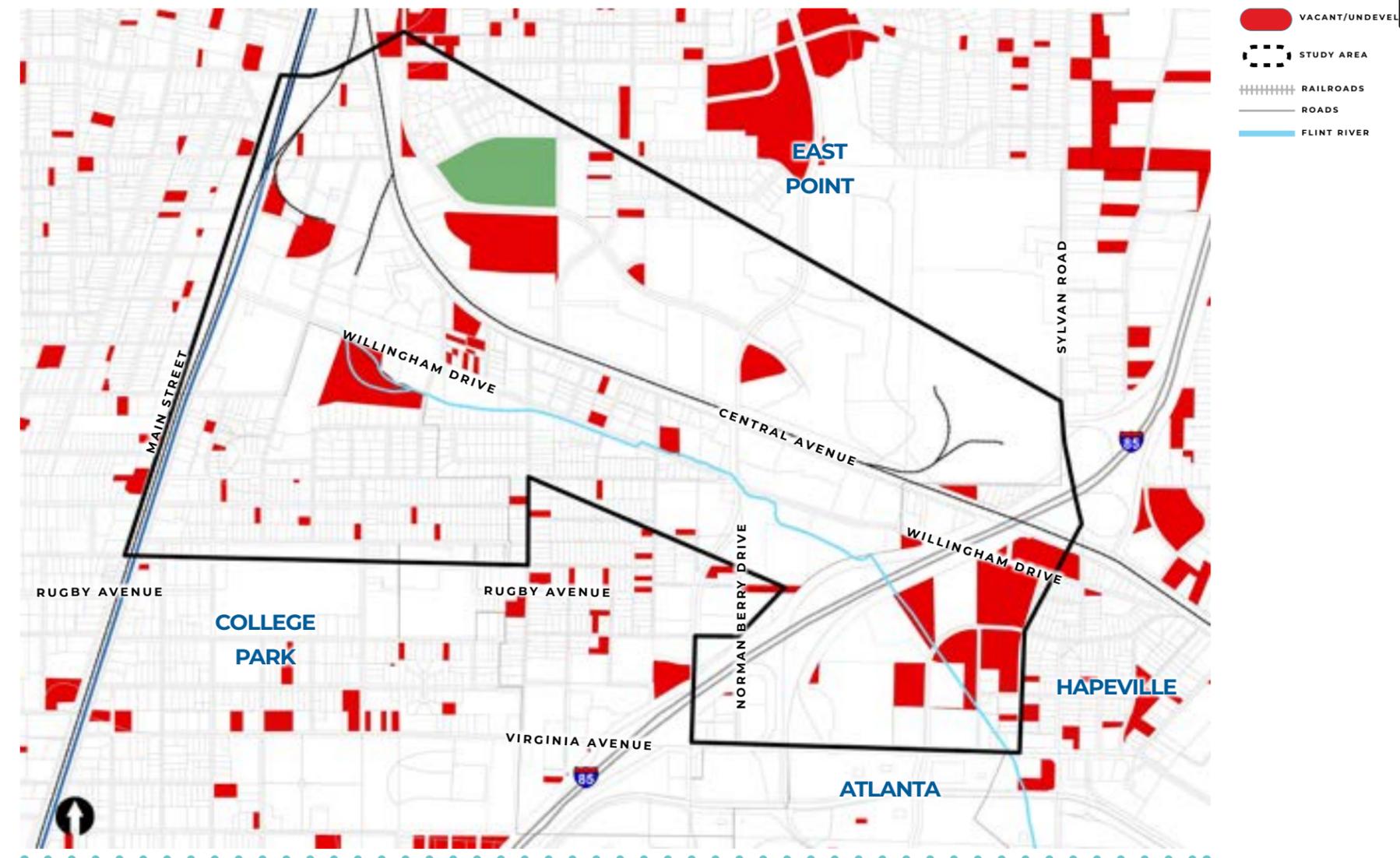
## FUTURE LAND USE

Although The future land use plan is primarily in accordance with the current zoning regulations, there are a few differences between the study area today and the study area envisioned in the future. The most common future land uses are medium density residential and neighborhood center. The area between Willingham Drive and Central Avenue is comprised of industrial uses, but the Future Land Use Plan intends for this area to become a neighborhood center. The least common future land uses are High Density Residential and Transportation/Utilities. The only high-density residential uses are placed along Main Street and South Vesta Avenue.



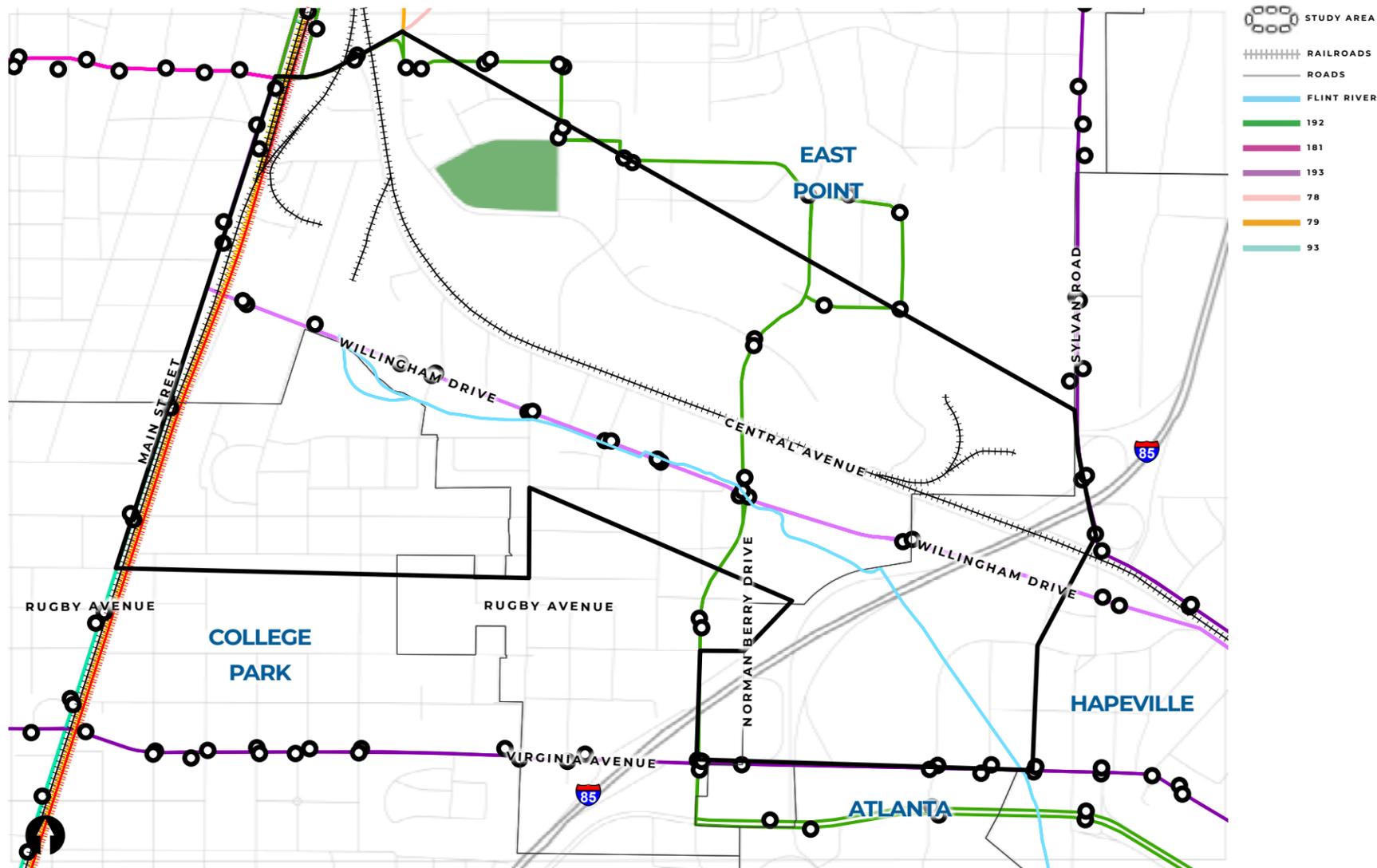
## BUILDINGS

There are approximately 4,313 buildings in the study area. Out of the total buildings 400 were built within the last twenty years. Most buildings were built between 1940 and 1959 and more than half were built prior to 1940. A small minority of buildings were built prior to 1900. A majority of the single-family residential structures in the corridor are located southwest of Willingham drive. The prevalent building types throughout the remainder of the corridor are commercial. The nature of land uses in the corridor are reflected in the building sizes. Smaller buildings are often representative of single-family neighborhoods while larger block footprints indicate industrial practices. This distribution of space between residential and commercial uses has an impact on the corridor's character. Many of the industrial buildings within the study area represent an older design and form that does not match current industry standards such as large format warehouse and distribution facilities.



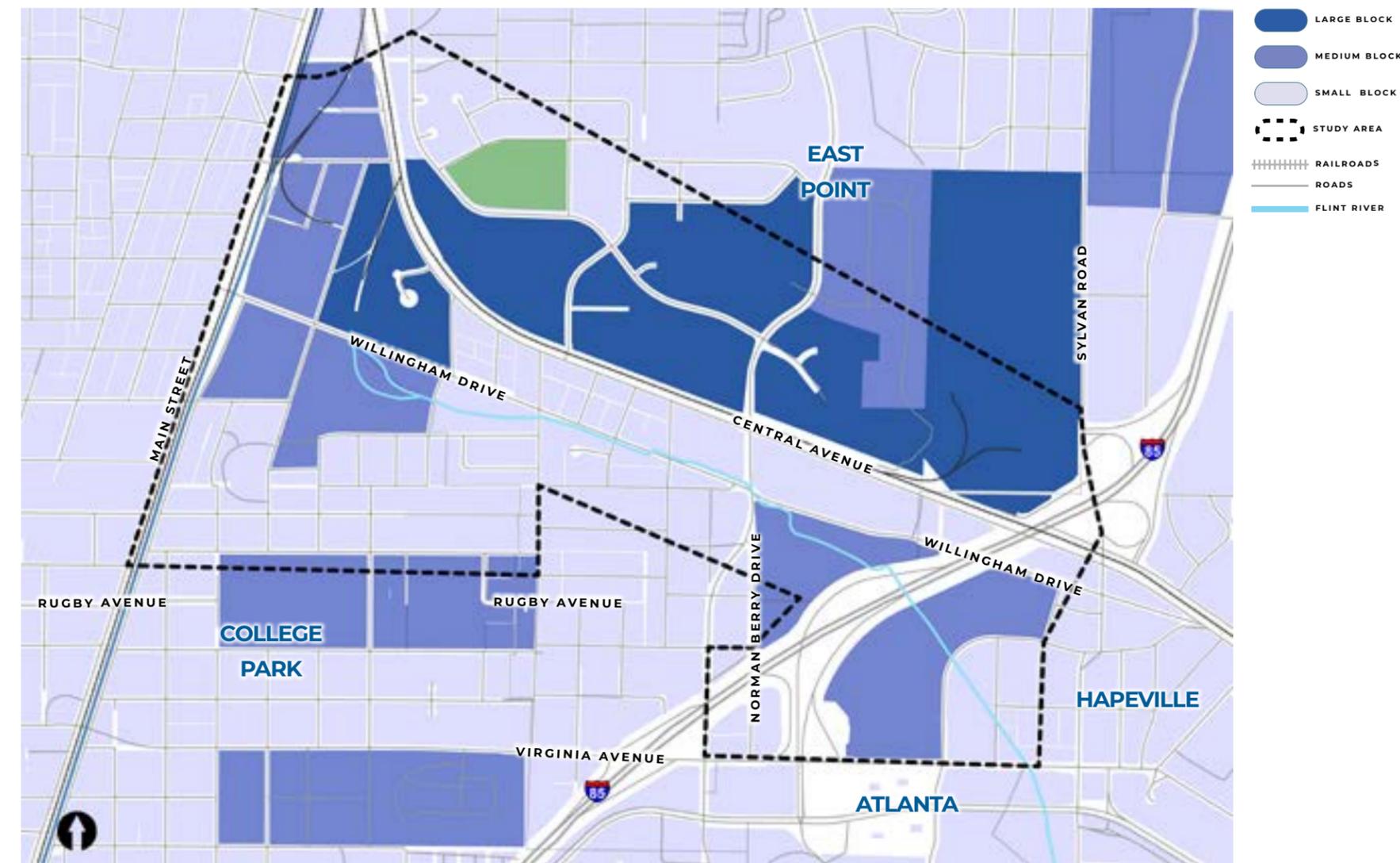
## VACANT

The Willingham Corridor area includes nearly 337 vacant or undeveloped parcels. A large cluster of these unutilized parcels is located east of I-85 and south of Central Avenue. Another large cluster of vacant/undeveloped parcels exists at the intersection of Washington Road and Sylvan Road. There are many smaller vacant/undeveloped parcels located throughout the rest of the study area in smaller clusters.



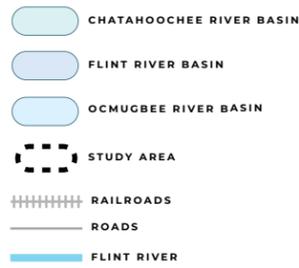
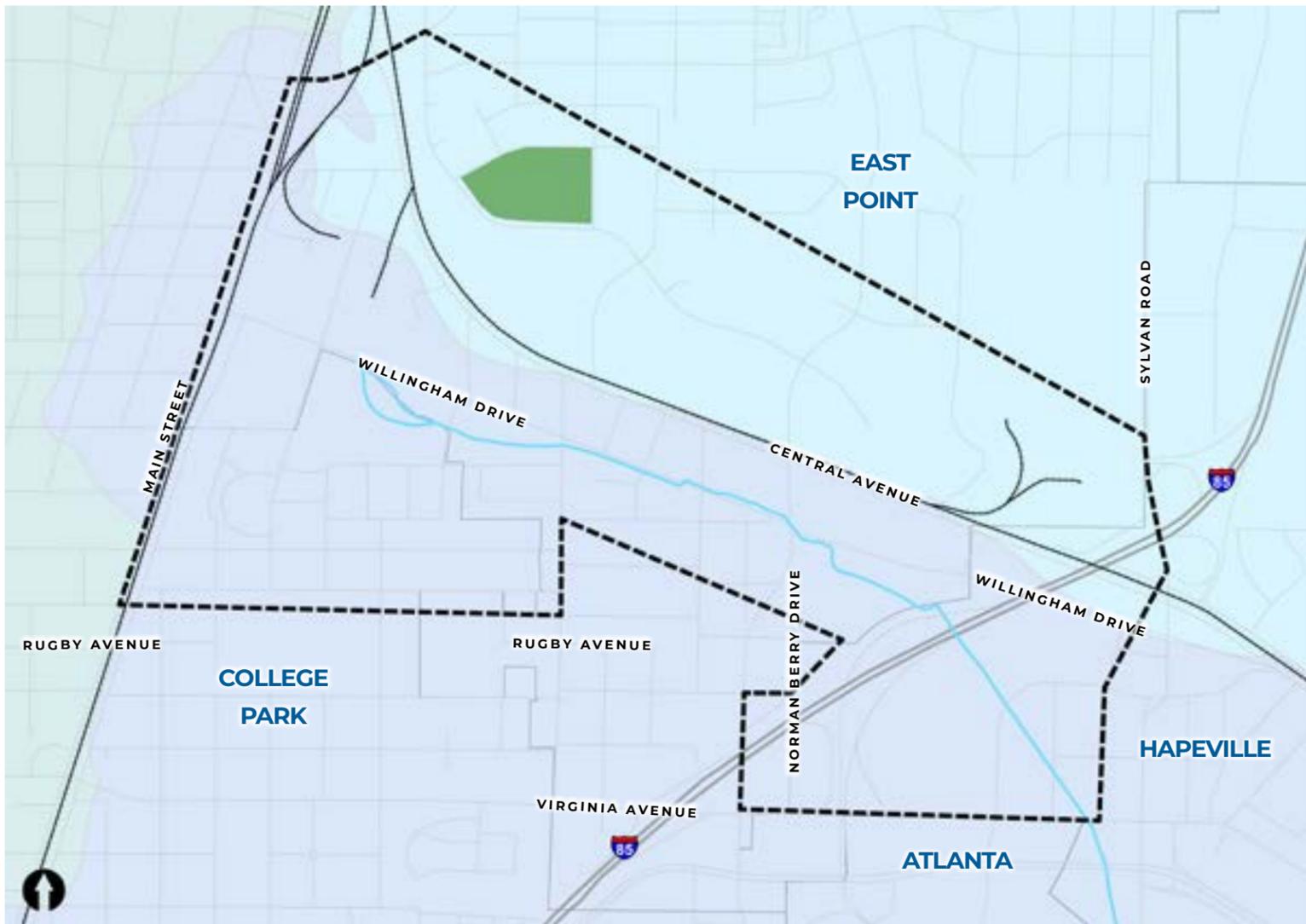
## MARTA ROUTES

Nine MARTA bus routes provide transit service within the study area corridor. The 121 bus stops in the corridor provide a good framework to address local access and mobility needs. Two MARTA heavy rail stations are located just outside the study area, providing regional and additional local transit connections. This includes the East Point and College Park MARTA stations. Access to public transit is sparse along Central Avenue. Existing bus stops have limited signage or amenities such as shelters, sidewalks, or pedestrian lighting.



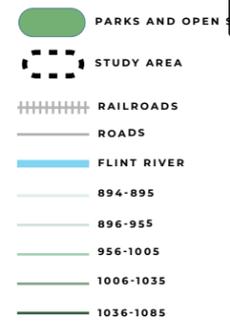
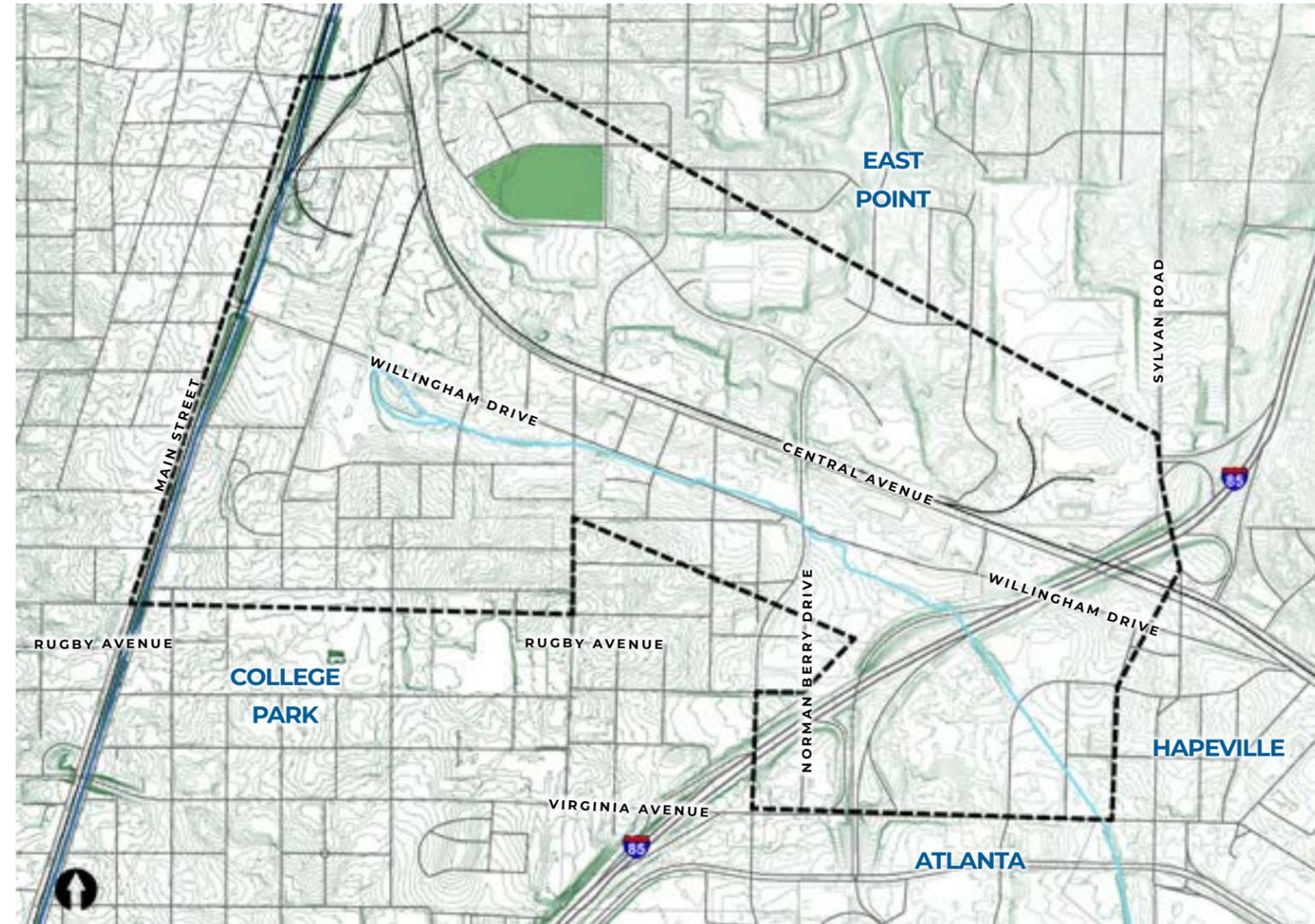
## BLOCK STRUCTURE

Area circulation varies throughout the corridor. The study area has a nearly uniform split of small residential blocks and medium to large industrial properties. The large industrial blocks located near Sylvan Road to Irene Kidd Pkwy substantially limit east-west circulation north of Central Avenue. Additionally, there are several properties north of Central Avenue and the railroad tracks that limit north-south connectivity. Along Willingham Drive, the central portion of the corridor includes smaller blocks and provides a framework for better local circulation. The western and eastern edges are flanked by larger blocks that reduce the number of connections. There is a collection of blocks considered medium throughout the study area.



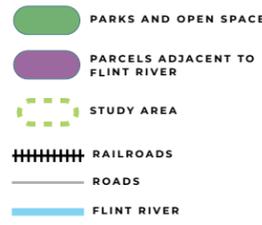
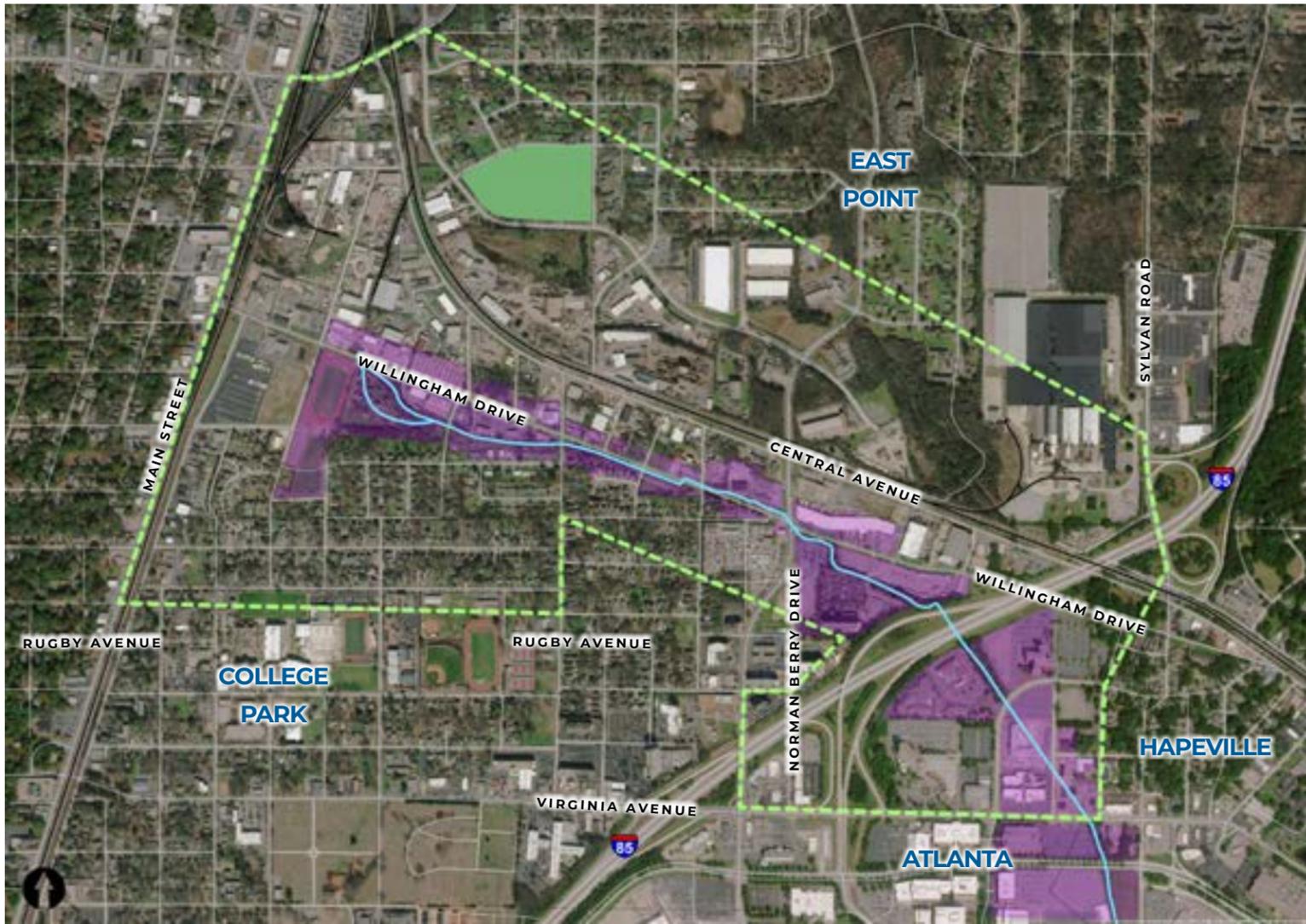
## WATERSHEDS

In addition to the study area being the confluence of three cities, major roadways, and interstates, it is also connected to three major river basins. The headwaters of the Flint River start within the study area, but the river basins of the Chattahoochee and South River can also be found here. Water that falls in the area south of the railroad and east of Main Street will generally drain to the Flint River. Water that falls in the area north of the railroad and east of Main Street will generally drain to the South River. Finally, water that falls west of Main Street will generally drain to the Chattahoochee River.



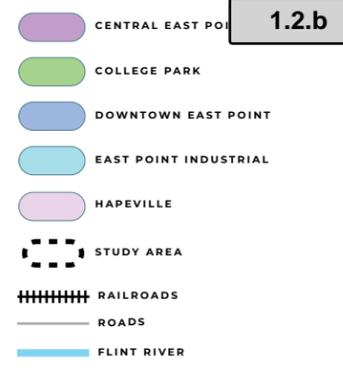
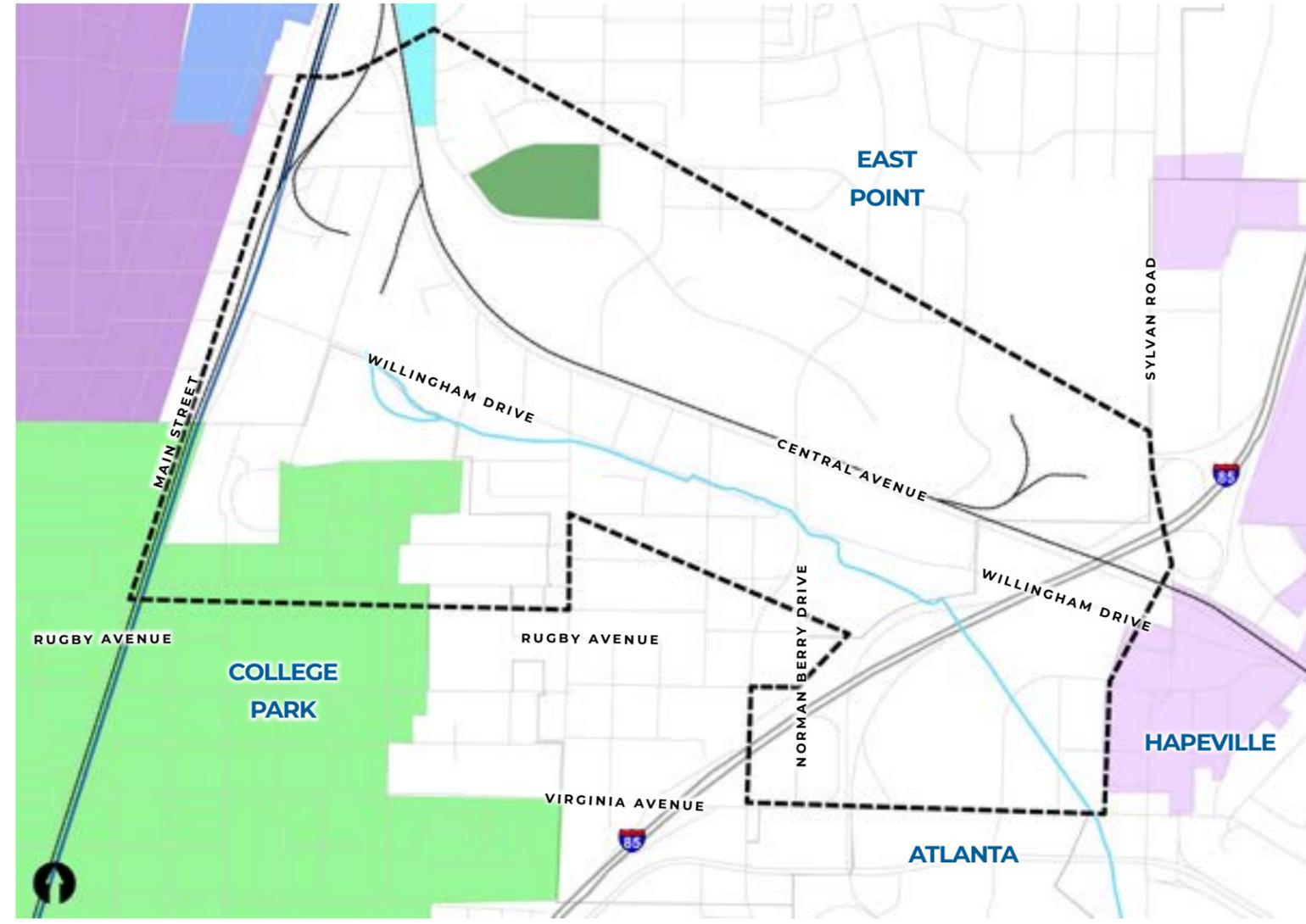
## TOPOGRAPHY

The Willingham Corridor area does not include significant changes in elevation, which ranges from 894 feet to 1085 feet. The lowest elevation in the study area is in the northeast corner of the corridor near Sylvan Road and South River Tributary. The highest elevation is located at Woodward Academy between Walker Avenue and Cambridge Avenue. The study area's most frequent elevation is 996 feet.



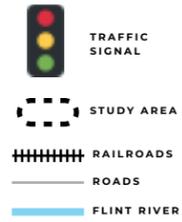
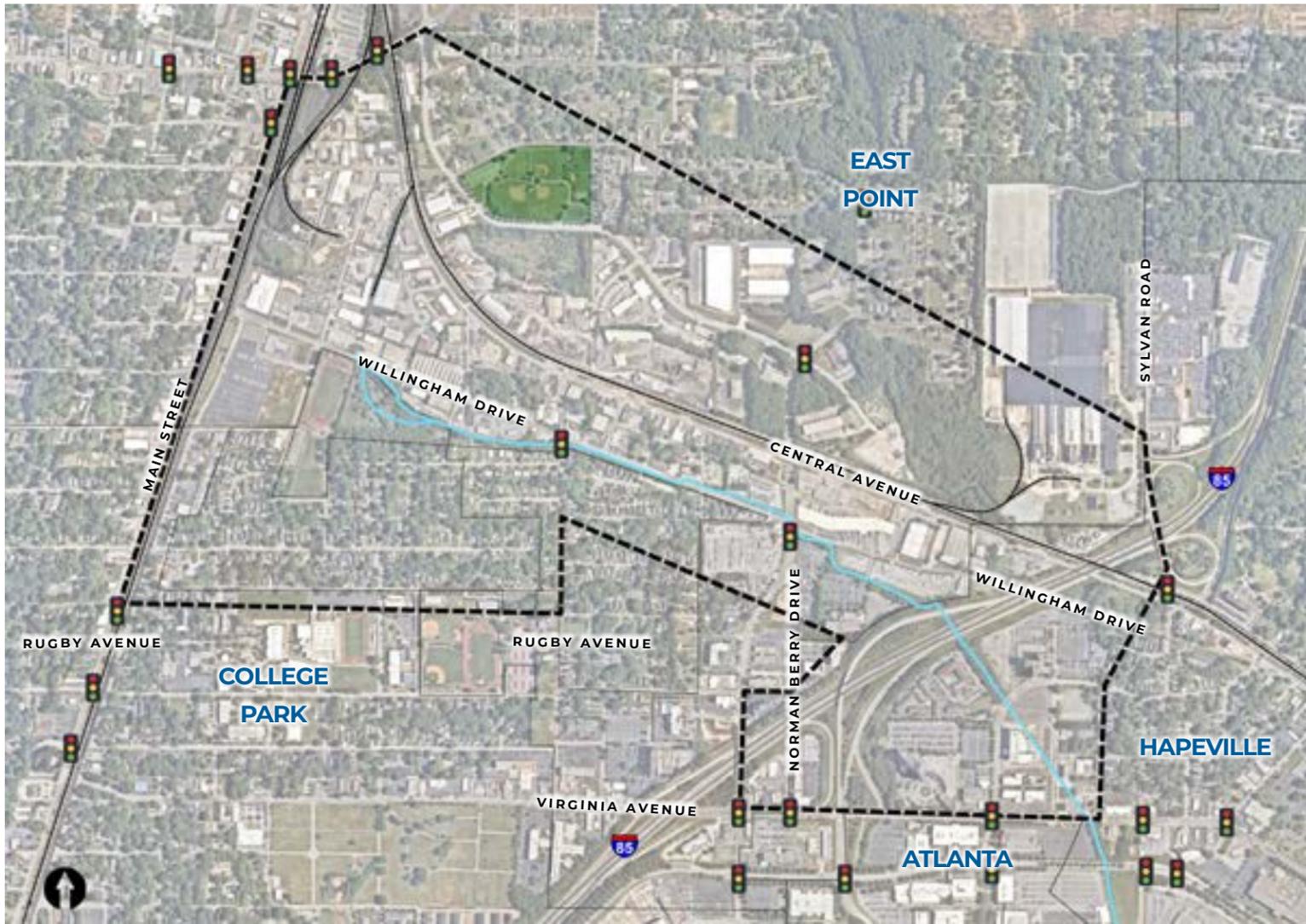
## FLINT RIVER PARCELS

The presence of headwaters of the Flint River provides an opportunity for reimagining the physical form and character of the corridor. There are approximately 95 parcels adjacent to the Flint River. Several large parcels of land along Flint River have the potential for redevelopment or the addition of greenspace or stormwater facilities. The Flint River which has mostly been forgotten and overlooked in the area, can become a community asset and new feature around which future development can occur.



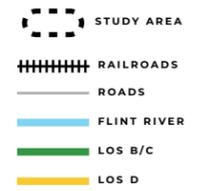
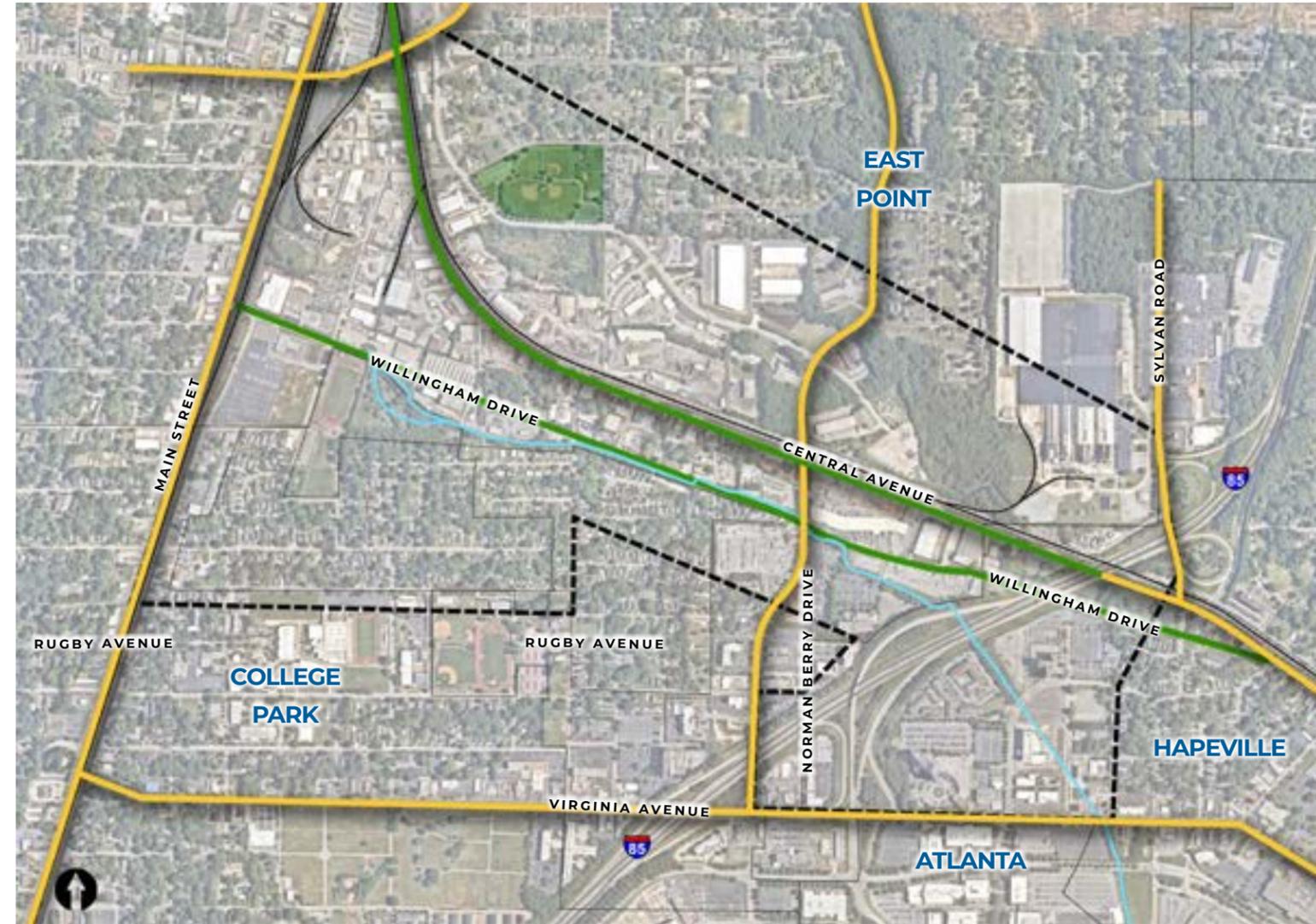
## HISTORIC DISTRICTS

There are five historic districts in the corridor. The fourth largest urban historic district in the state of Georgia is College Park Historic District which is listed on the National Register of Historic Places. East Point has three historic districts within or near the study area: Central East Point Residential Historic District, Downtown East Point Historic District, and East Point Industrial District with East Point Industrial District being the only district listed on the National Register of Historic Places. (Virginia Park neighborhood in Hapeville? Add comment about many of the buildings in the study area being eligible for historic designation, based on age, but no historic designations or district exist).



## TRAFFIC SIGNAL

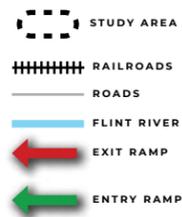
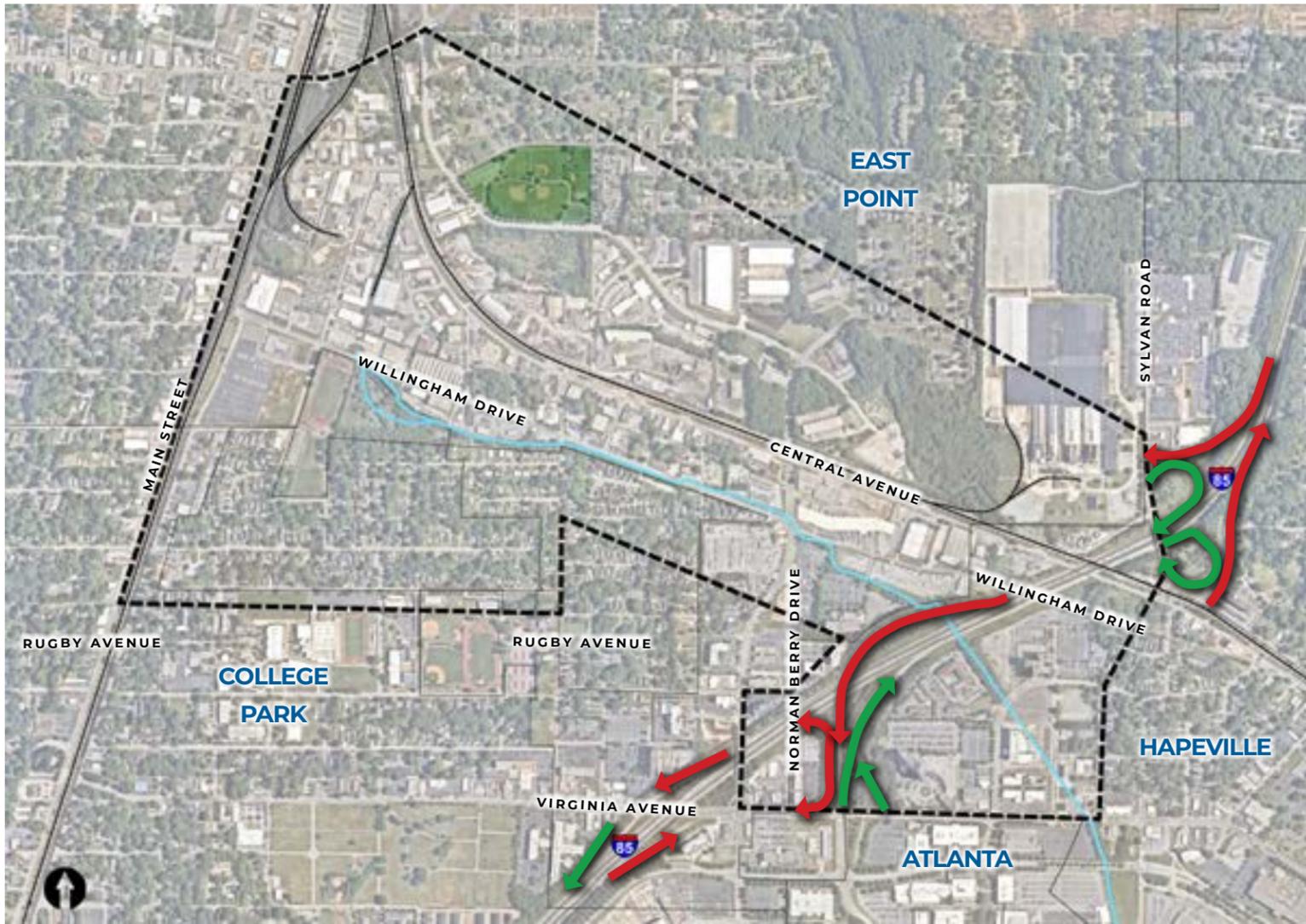
There is a concentration of signalized intersections located within the northwest quadrant of the study area along Main Street (US 29 / SR 139 / SR 14) and along Washington Road / Irene Kidd Pkwy and within the southeast quadrant of the study area (near the Hartsfield-Jackson Atlanta International Airport) along Virginia Avenue and Perry J Hudson Pkwy. Willingham Drive consists of three signalized intersections within the study area and is a two-lane, undivided roadway with minimal turn-lanes provided.



\*Level-of-Service is used to describe the operating characteristics of a road segment in relation to its capacity. Level-of-Service is defined as a qualitative measure that describes operational conditions and motorist' perceptions of a traffic stream. The Highway Capacity Manual defines six levels-of-service, LOS A through LOS F, with A being the best and F the worst. Industry standard "acceptable" conditions are considered LOS D or better.

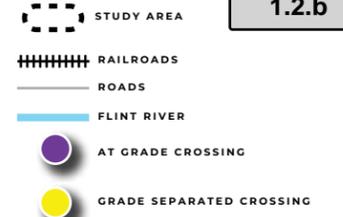
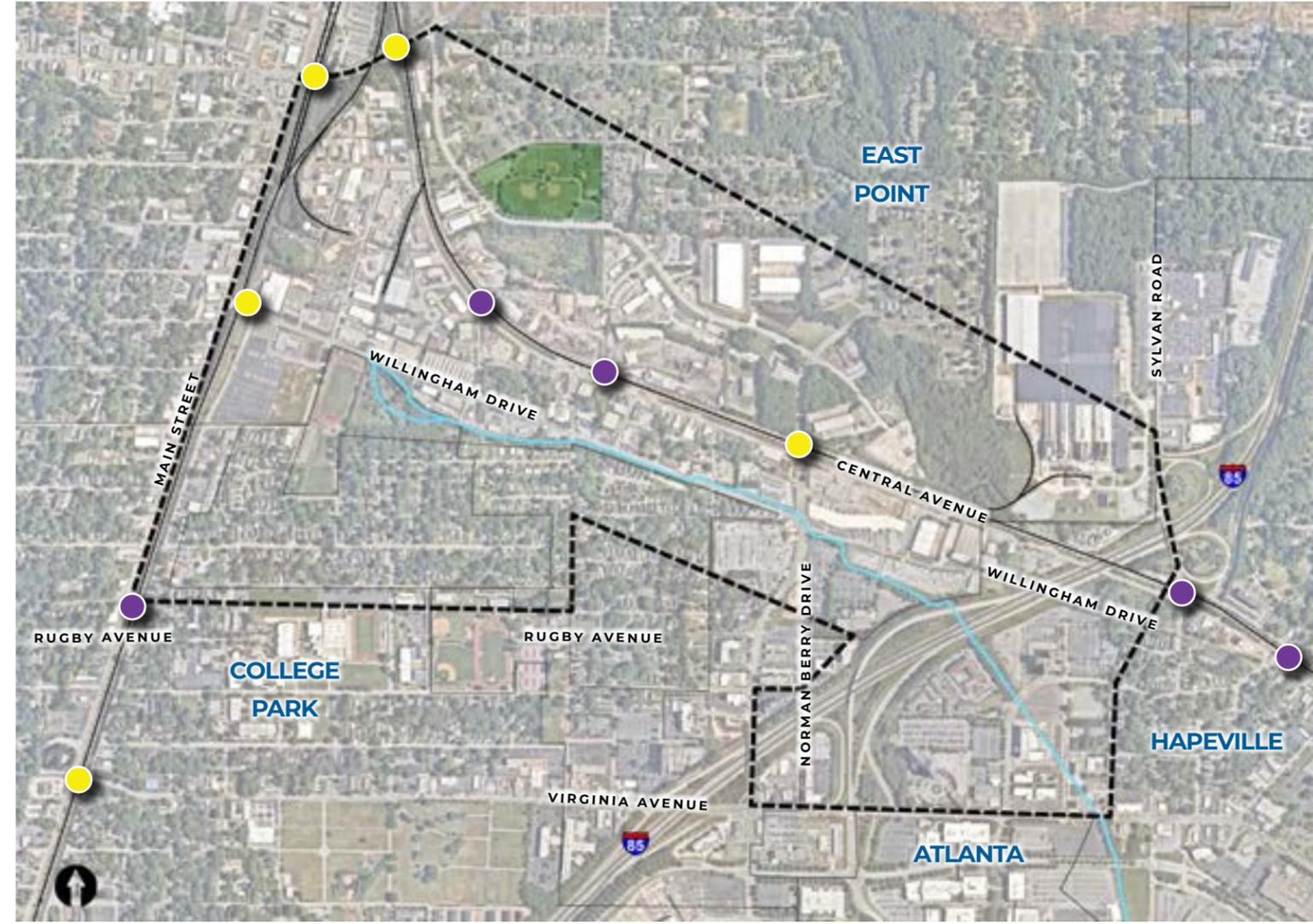
## LEVEL-OF-SERVICE

The major roadways within the study network were reviewed and a high-level segment capacity analysis was performed to determine the existing level-of-service\*. Based on the traffic data available via GDOT's Traffic Analysis & Data Application (TADA), annual average daily traffic was researched and utilized in determining existing vehicular traffic demand compared to the roadways projected capacity. Based on this high-level analysis, it was determined that Willingham Drive and Central Avenue (west of Dogwood Drive) currently operate at LOS B/C while Main Street (US 29 / SR 139 / SR 14), Virginia Avenue, Norman Berry Drive, and Washington Road / Irene Kidd Pkwy currently operate at LOS D.



## INTERSTATE ACCESS

There are several existing interstate access locations that currently serve the study area. Egress traffic (traffic exiting the study area to the interstate) can access Interstate 85 northbound via Virginia Avenue, Central Avenue, and Perry J Hudson Pkwy while Interstate 85 southbound can be accessed via Virginia Avenue and Sylvan Road. Ingress traffic (traffic entering the study area from the interstate) can exit Interstate 85 northbound via Virginia Avenue (two separate ramps are provided for Virginia Avenue eastbound and Virginia Avenue westbound), and Sylvan Road. Additionally, ingress traffic can exit interstate 85 southbound via Sylvan Road, Virginia Avenue and Perry J Hudson Pkwy. Willingham Drive does not have existing direct access to the interstate system with the closest access point requiring vehicles to navigate an at grade railroad crossing.



## RAILROAD CROSSING LOCATIONS

There are five grade separated railroad crossing locations within the study area (Virginia Avenue, Willingham Road, Irene Kidd Pkwy (at two different locations), and Norman Berry Drive. Conversely, there are five at grade railroad crossing locations within the study area (Rugby Avenue and Central Avenue (at four different locations)).



- STUDY AREA
- RAILROADS
- ROADS
- FLINT RIVER
- AT GRADE CROSSING
- AT GRADE CROSSING
- AT GRADE CROSSING

### CRASH ANALYSIS

As shown in the table above, the past five years of data reflect 243 reported crashes along both Willingham Drive and Central Avenue and 389 crashes were reported along Virginia Avenue, none of which involved a fatality. Most crashes reported involved low speed rear end collisions with no injury. No crashes involving a train at an at grade crossing location have been reported within the past five years.





## PUBLIC LAND AND ENVIRONMENTAL FEATURES

### PUBLICLY OWNED LAND

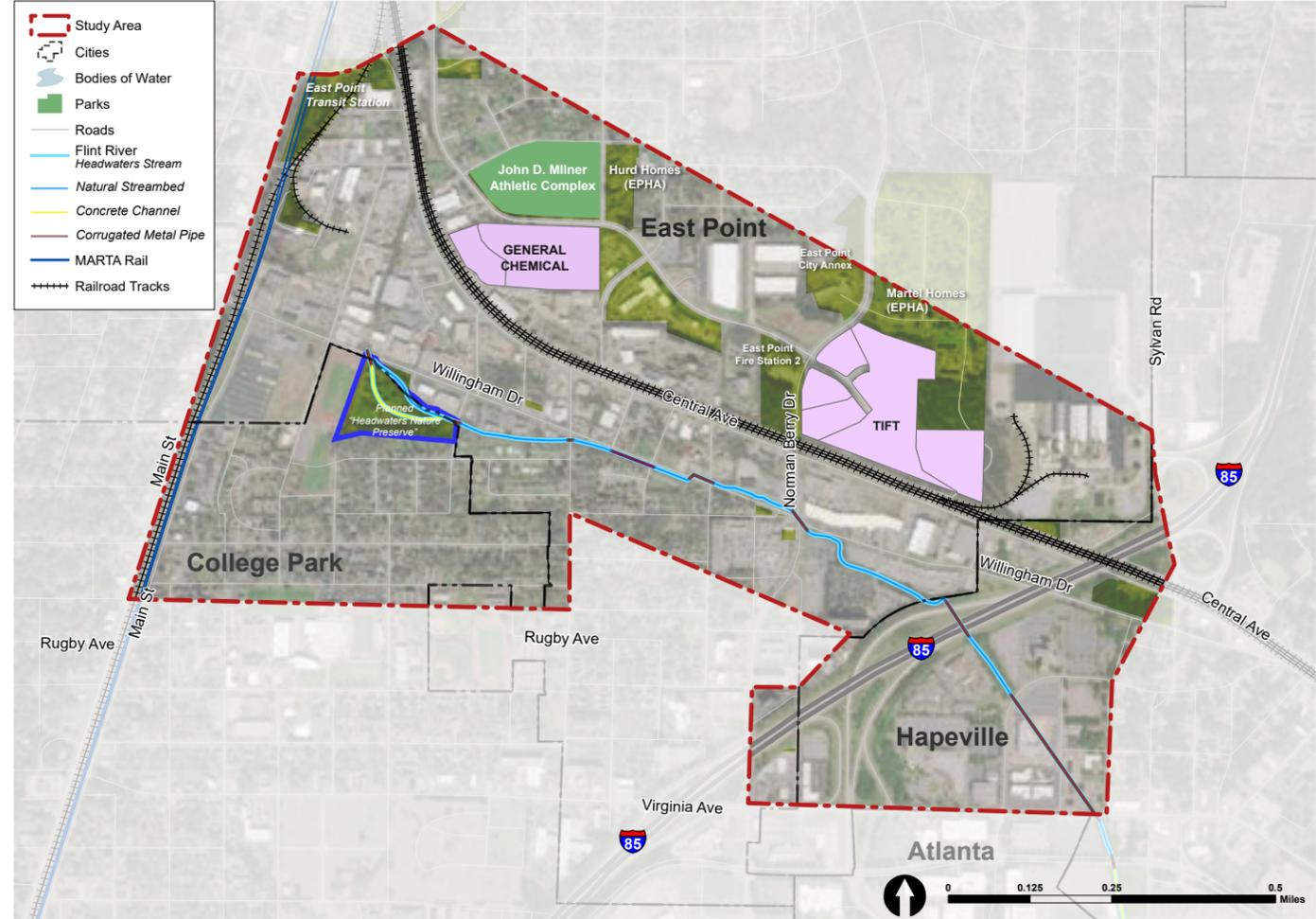
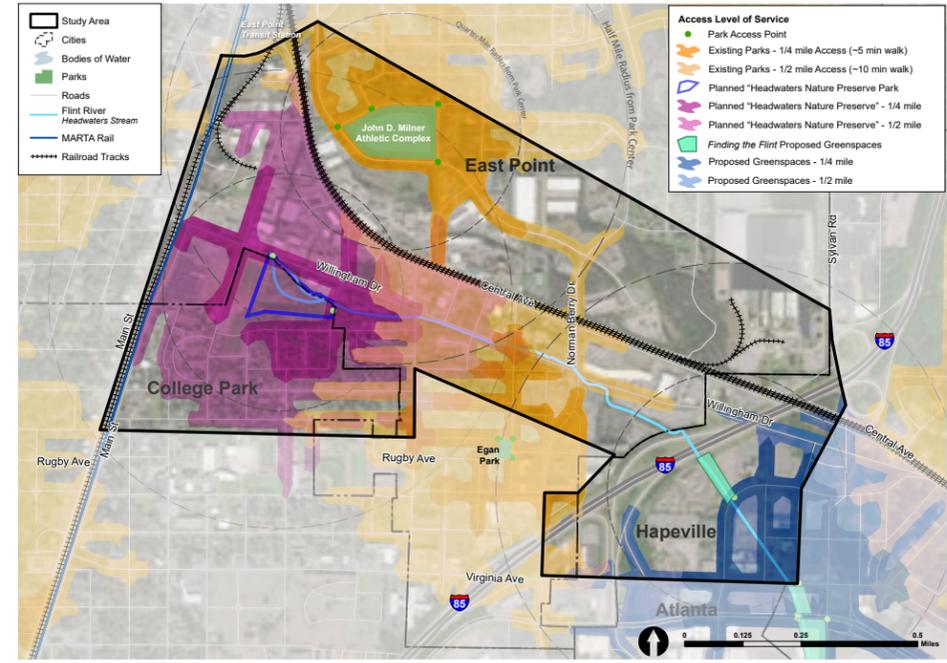
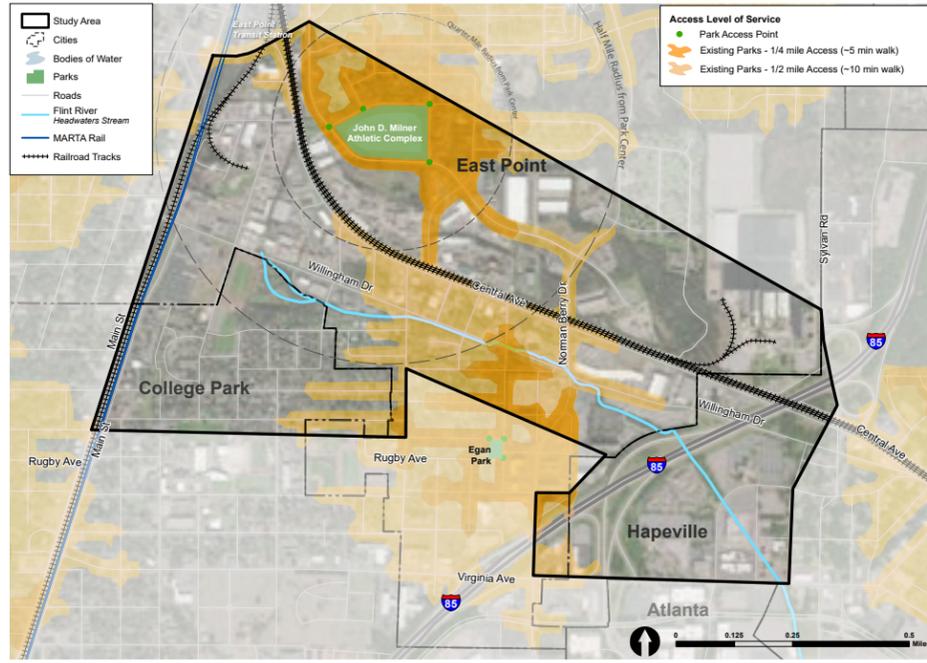
There is limited publicly owned land within the study area. East Point’s John D. Milner Athletic Complex is the only public park in the Study Area. The nearly 12-acre park is about a ¼ mile north of Willingham Drive, bounded by R.N. Martin Street, Holcomb Avenue, and Randall Street. Public housing is managed by the East Point Housing Agency. The agency maintains two apartment complexes in the Study Area; the 34-unit Hurd Homes complex located east of the Milner Athletic complex on Randall street, and the 145-unit Martel Homes complex partially located within the Study Area east of Norman Berry Drive between Maria Head Terrace and Calhoun Avenue. Additionally, the City of College Park is in the process of acquiring approximately 7 acres of greenspace from MARTA for use as a passive park. This property is located along Willingham Drive, between Plant Street and Elm Street.

### NATURAL FEATURES

A headwaters stream of the Flint River originates in the northwest corner of the triangular parcel just east of the Woodward Academy Willingham Fields. There is a large stormwater outflow pipe originating from the MARTA East Point station parking lots. The stream flows southeasterly, in a concrete channel, before alternating between being piped, and in a daylight, semi-natural stream bed along Willingham Drive. There are a few forested areas on public property within the study area. This includes the MARTA stormwater facility along Willingham Drive that is being acquired by the City of College Park for a future nature preserve, the southern portion of the East Point Fire station 2 property, and the southern portion of the Martel Homes parcel. Much of Willingham Drive between Main Street and Interstate 85 is located within a 100-year floodplain.

### HYDROLOGY

The East Point Stormwater Assessment – Flint River Watershed Hydraulic Improvements Evaluation suggests 4 locations with projects to increase conveyance of water through pipe and channel improvements. Each of the proposed improvements would dramatically impact the existing conditions of the Flint River north fork, both potentially improving flooding conditions and affecting the ecology of the river corridor.



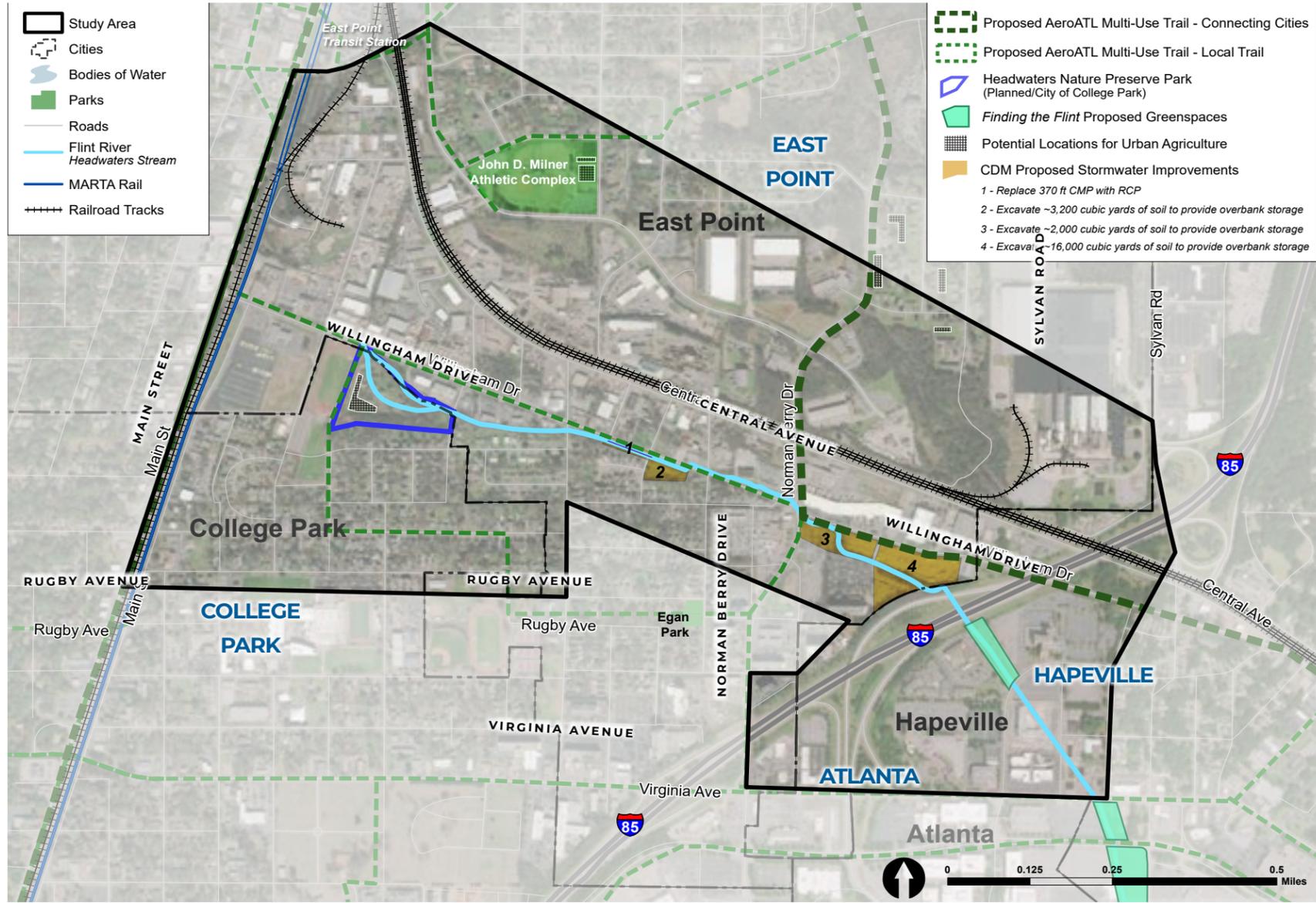
## WILLINGHAM DRIVE LCI – PARK ACCESS LEVEL OF SERVICE

Access Level of Service (LOS) measures the distance residents must travel to access parks and recreation facilities. It is used to understand how park access varies between different neighborhoods or locations within a defined area. A 10-minute walk to a park, roughly a half-mile, has become a widely accepted goal for many urban areas. Currently, there is only one park within the Study Area: East Point’s John D. Milner Athletic Complex. This park provides access at a quarter and half mile distance for the northwest portion of the Study Area. Immediately south of the study area lies Egan Park, which provides access at a quarter and half-mile distance for the southeast portion of the study area.

The introduction of the planned “Headwaters Nature Preserve” will greatly increase access to greenspace within the Study Area. Access will be added for most of the College Park portion of the Study Area’s southwestern corner. However, even with the introduction of the “Headwaters Nature Preserve,” pockets of areas with lower access to greenspace will remain. The lack of sidewalks or bicycle paths limits accessibility to these locations. Additionally, the LOS analysis does not take into account the specific use or activity within the greenspace, only community access to the greenspace location. Finally, park access LOS does not consider the stormwater and water quality benefits related to specific greenspace in the area.

## CONTAMINATED SITES

The Georgia Environmental Protection Division (EPD) has identified two sites within the Study Area that have experienced historic contamination. One of which is the almost 15-acre General Chemical site that was listed in 1998 as a Class V Cleanup Priority due to soil and groundwater contamination. Cleanup activities appear to have occurred between 2000 and 2005, however further confirmation of remediation is needed. The 23-acre Tift site was listed in 1998 as a Class I Cleanup Priority. According to the EPD report, this site has a known release of lead in soil at levels exceeding the reportable quantity. In addition, the site was contaminated with a host of other regulated substances. The nearest residential structure is between 300 and 1000 feet from the area affected by the contamination. A headwater stream of the South River emerges from a box culvert directly north of the East Point City Annex along Norman Berry Drive. The stream often appears to be a milky, turquoise color with a metallic odor. Testing by the South River Watershed Alliance and others is currently underway to determine the cause of the stream’s condition.



### MULTIUSE PATHS

Three Multi Use paths are proposed within the study area. The AeroATL Greenway Plan “Connecting Downtowns” network proposes a trail that travels east from Downtown East Point eventually intersecting with Willingham Drive. There is also a “Local Trail” proposed along the length of Willingham Drive that connects a Priority Trail along Main Street to the Loop Connecting Downtowns. Additionally, “EP PATH #08” segment proposed in the East Point PATH Trails plan is included as an AeroATL Greenway “Local Trail.” The 1.31-mile segment begins at Bobby Brown Parkway and connects with another trail segment on Main Street.

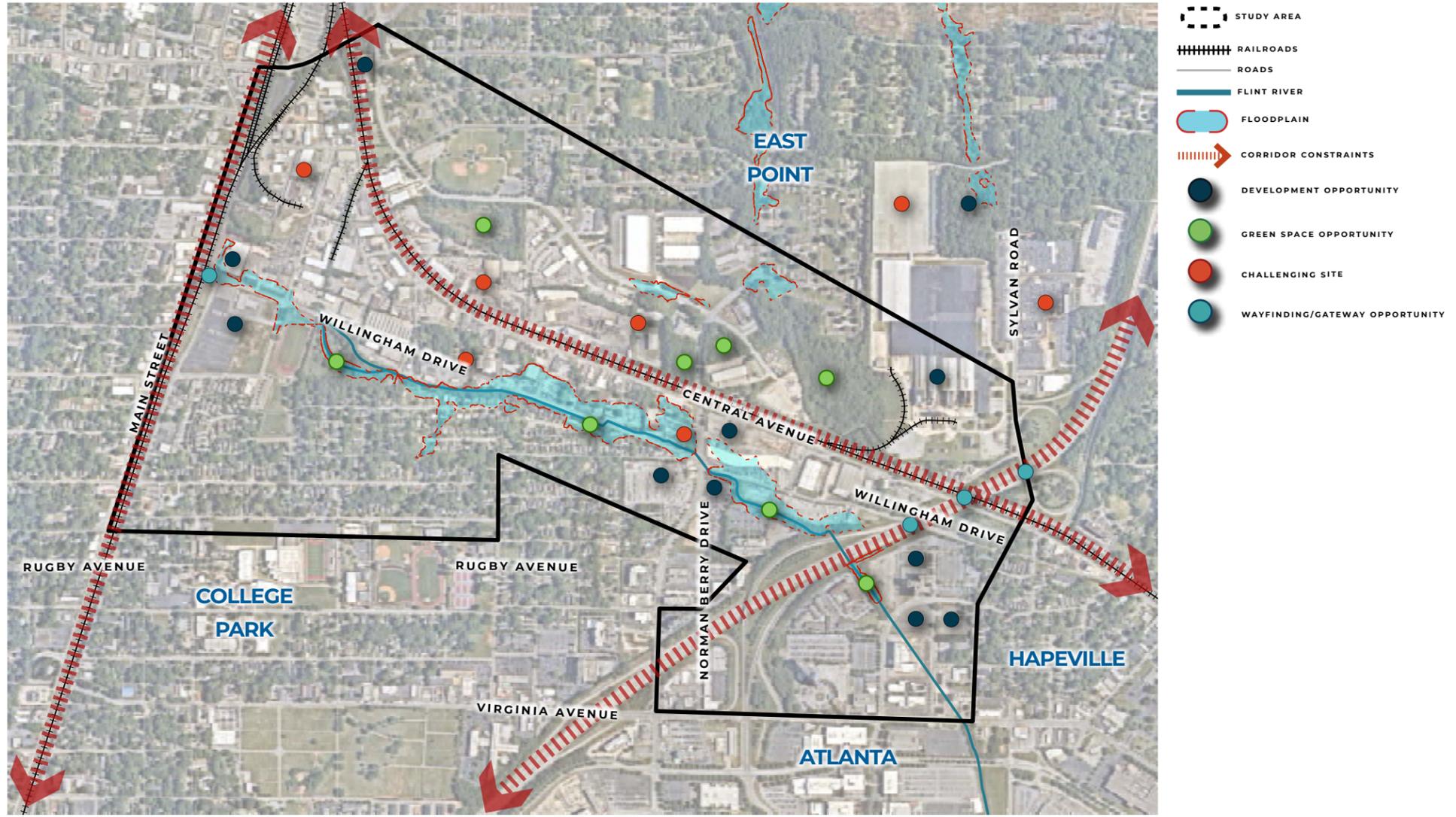
Headwaters Nature Preserve  
 The former MARTA parcel is being transferred to municipal ownership and repurposed as a public nature preserve. If successful in winning the GOSP grant, final engineering for the project would begin in August of 2022 and open for users in August 2024.

### FINDING THE FLINT PROPOSED GREENSPACE

The Finding the Flint initiative has proposed three additional greenspace areas in Hapeville. One within the study area ocated between Interstate 85 and International Boulevard and two located just beyond the southeastern boundary near Virginia Avenue, Loop Road and the Delta Air Lines campus.

## PROPOSED GREENSPACE IMPROVEMENTS

**03** | **OPPORTUNITIES  
AND CHALLENGES**



### OPPORTUNITIES AND CHALLENGES

The information in the Existing Conditions and Corridor Economic Assessment Report represents a snapshot of the study area today. Considering this analysis as well as initial outreach and observations along the corridor, an initial set of key factors have been identified that may create opportunities or hinder implementation and investment within the study area. This section highlights these opportunities and constraints that should be considered during the planning process for the Willingham Corridor Study.

### DEVELOPMENT OPPORTUNITY

Several locations within the study area represent possible development, redevelopment, as well as economic or community development opportunities. These include:

- Former Tri-Cities Plaza, now the Woodward Academy Student Transport Lot (approximately 11.5 acres)
- Former Clarus building located near the intersection of Willingham Drive and East Main Street that is now vacant
- Vacant industrial building located west of the intersection of RN Martin Street and Washington Avenue
- Multiple parcels and properties located near the intersection of Willingham Drive and Norman Berry Drive. Includes surface parking lots and vacant properties
- Former Delta Technology building and surface parking located north of the intersection of International Boulevard and Lang Avenue
- Additional surface parking lots located near International Boulevard and Land Ave
- Former Owens-Illinois manufacturing plant (50 acres)
- Undeveloped property north of the former Owens-Illinois site

### CORRIDOR CONSTRAINTS

There are some barriers to movement throughout the corridor. The most prevalent limitations are:

- Existing rail corridors along Central Avenue and Main Street bisects the entire study area and limits connectivity between neighborhoods
- Interstate 85 limits connectivity between the Cities of College Park and East Point, and the City of Hapeville as well and reduces access between key areas within this portion of the airport district.

### GREENSPACE OPPORTUNITY

Several locations within the study area are potentially suitable for Greenspace uses such as parks, sports fields, woods, lakesides, gardens. These include:

- Headwaters Nature Preserve
- Vacant properties near the intersection of Willingham Drive and Bachelor Street where the Flint River is above ground
- Surface parking near Willingham Drive and Norman Berry Drive that include above ground portions of the Flint River.
- Natural area near International Drive and Lang Avenue that includes an above ground portion of the Flint River.
- Additional undeveloped lot and stormwater facility located near Delta Air Lines Headquarters and Flight Museum
- South River tributary and forested area located between Norman Berry Drive and the former Owens-Illinois site
- Forested areas near the intersection of RN Martin Street and Norman Berry Drive
- Former General Chemical site located near the intersection of RN Martin Street, Holcomb Avenue and Randall Street

### WAYFINDING AND GATEWAYS

There are a few locations potentially suitable for informative Wayfinding and Gateway markers. These types of entities provide the public with logistical information and may become landmark locations.

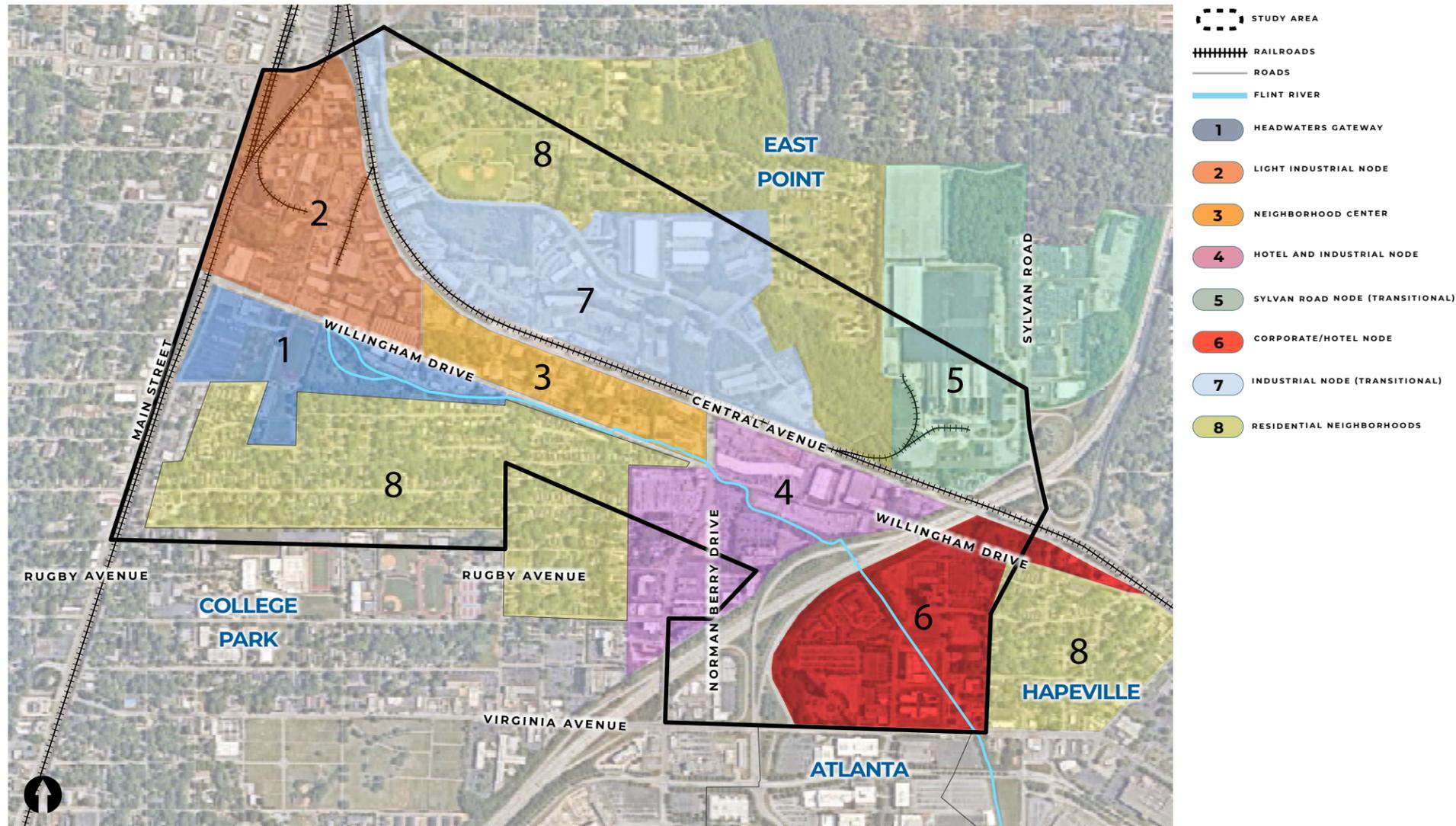
- MARTA and rail underpass and bridges at the western end of Willingham
- Bridges over Interstate 85 near the eastern end of Willingham Drive

### DEVELOPMENT/MARKET CONSTRAINTS

A number of sites within the study area require additional considerations that may present challenges the corridor. These include:

- Active Chemical Plant
- Utilities and Power Substations
- Scrap metal recycling facility and heavy industry north of Central Avenue

**04** | **CHARACTER  
AREAS**



### CORRIDOR CHARACTER

Through analyzing the existing street network, building form, block size, and existing uses, 8 character areas were identified within the study area. This section highlights these character areas and identifies elements that will help inform the development of recommendations and concepts within the Willingham Corridor area.

### 1. HEADWATERS GATEWAY

- Limited connectivity
- Smaller building footprints
- Moderate to small block sizes
- Existing uses include small industrial buildings, parking, active and passive

### 2. LIGHT INDUSTRIAL

- Limited connectivity via Willingham Drive and Central
- Small to medium size building footprints
- Moderate block sizes
- Existing uses include 1-story industrial buildings, fleet vehicle parking and salvage

### 3. NEIGHBORHOOD CENTER

- Moderate connectivity via Willingham Drive, Central
- Small building footprints
- Small block sizes
- Existing uses include 1-story industrial buildings, residential, fleet vehicle parking, and salvage

### 4. HOTEL AND INDUSTRIAL

- Moderate connectivity via Willingham Drive, Central Avenue, Bobby Brown Parkway, Norman Berry Drive, and multiple cross streets
- Medium size building footprints
- Small to moderate block sizes
- Existing uses include 1-story industrial, multistory commercial and hotel, fleet vehicle parking and salvage

### 5. SYLVAN ROAD (TRANSITIONAL)

- Limited connectivity via Sylvan Road, regional connection via
- Large building footprints,
- Large block sizes
- Existing uses include large industrial buildings and airport parking facilities

### 6. CORPORATE/HOTEL

- Moderate connectivity via Virginia Avenue, Willingham Drive, International Boulevard, and several local or cross streets, regional connection via
- Small to medium size building
- Small to moderate block sizes
- Existing uses include multi-story office and hotel, 1 story

### 7. INDUSTRIAL (TRANSITIONAL)

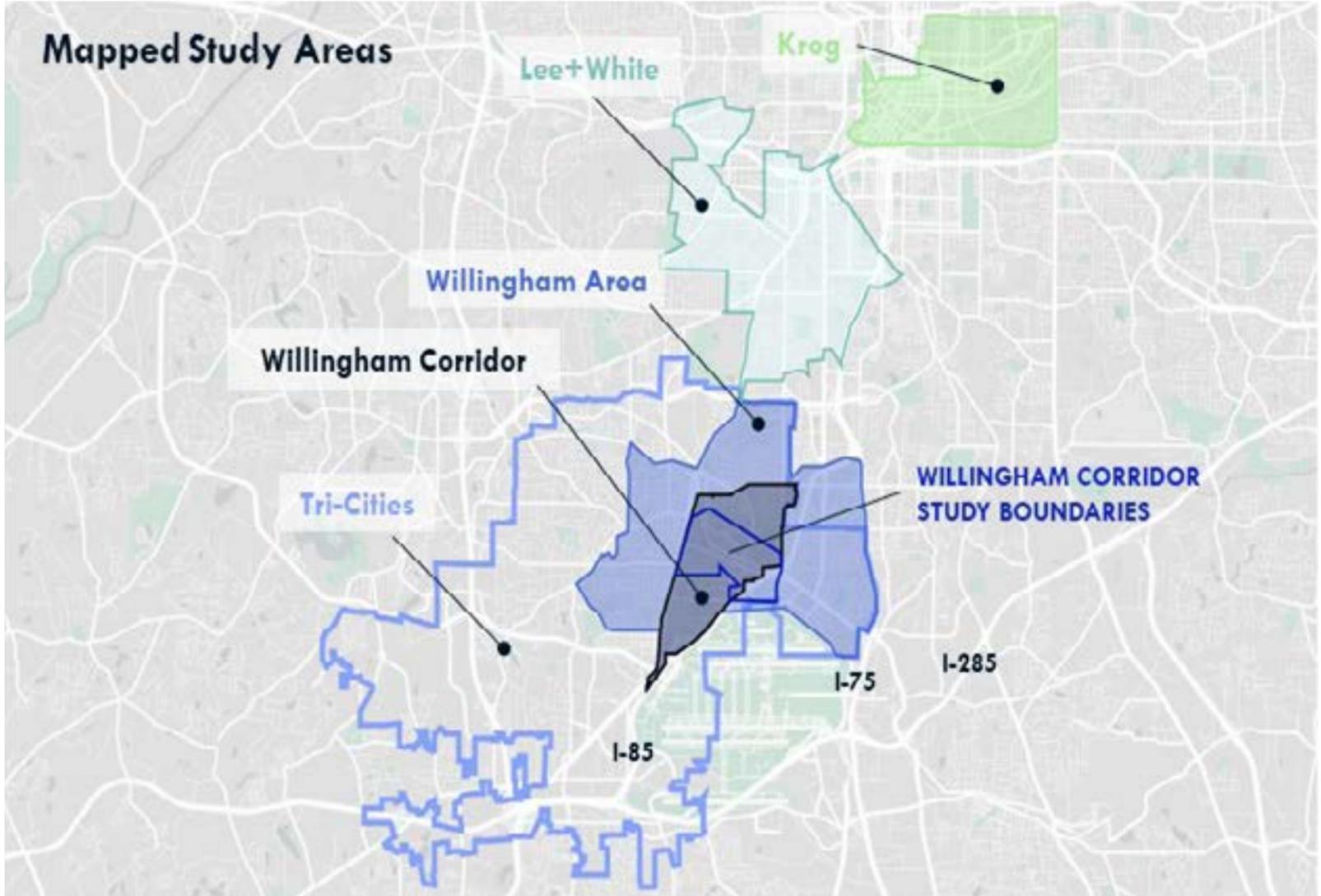
- Limited connectivity via RN Martin Street, Norman Berry
- Large block sizes
- Existing uses include 1-story industrial buildings, civic uses,

### 8. RESIDENTIAL

- Moderate connectivity via multiple local streets
- Small building footprints
- Small to moderate block sizes
- Existing uses include residential, institutional, civic and greenspace

**05** | **CORRIDOR  
ECONOMIC  
ASSESSMENT**

**STUDY AREAS FOR THIS ANALYSIS WERE SELECTED TO PROVIDE CONTEXT FOR THE WILLINGHAM CORRIDOR STUDY AREA, THE TRICITIES, AND COMPARABLE NEARBY COMMUNITIES.**



**OFFICE KEY FINDINGS**

Office development has been slow in recent years, but the area north of the airport continues to show potential as a growing office sub-market.

- Prior to COVID-19, low vacancies and rising rents at major office projects like Hartsfield Center (\$27 psf) and Porsche’s North American HQ have encouraged developers to consider new office construction north of the airport, but vacancy has steadily increased over the past decade, which has only been exacerbated since 2020.
- Tenants are drawn to the Willingham Area because of access to young workers, proximity to the airport, and short commutes. The Willingham Corridor has seen a 59% increase in professional, scientific, and technical service jobs, an industry that traditionally occupies office space since 2010, but the overall share of jobs remains small with only 4.4% of all jobs in the Willingham Corridor.
- Healthcare remains the largest employer in the Willingham corridor, and grew 41% in the past decade. The other fastest growing industry, Waste Management and Remediation, is not a traditional user of office space.
- The Willingham area has seen no new office development in recent years and negative absorption, indicating poor demand. While absorption has been low, rents have steadily risen from \$16 psf in '16 to \$22 psf in '20.
- Despite the large number of office buildings around the airport, including the Delta Headquarters, the Willingham corridor has few traditional office buildings. Office north of Willingham is older and smaller than offices surrounding the airport.
- Developers note that the construction of new office would require lease rates north of \$40 psf, much higher than the current market rate.

### RESIDENTIAL KEY FINDINGS

MULTIFAMILY HOUSING COULD SERVE AS A CATALYST FOR REDEVELOPMENT OF THE WILLINGHAM CORRIDOR, BUT WILL REQUIRE CAPITALIZING ON EXISTING ASSETS AND DEVELOPING NEW ONES.

- Multifamily housing is limited in the Willingham area due to the corridor’s industrial makeup, though new housing has been constructed on the periphery in all directions, particularly near downtown Eastpoint, College Park, and Hapeville. Today, the area is dominated by single-family houses, many of which are over 50 years in age.
- Willingham’s slow population growth is reflected in the limited stock of new housing built in the area. Increasing incomes, particularly in the neighborhoods south of the corridor, point to strong potential for future multifamily in the area.
- Two new multifamily projects have been built near Willingham since 2010, with multifamily vacancy continuing to decline. Rents have continually increased since 2010, increasing from \$0.74 to \$1.03 in 2021. Multifamily vacancy remains high, however continued high absorption and steadily rising rents have attracted attention from regional developers, like South City Partners’ new Hapeville mixed-use project.
- The accessibility to two MARTA stations is a very important feature for residential development to capitalize on and will be important in branding efforts for the Willingham corridor.
- To build on recent success, the corridor must continue to evolve to take advantage of strong demographic growth and surrounding redevelopment, particularly around adding walkable amenities to attract multifamily development, like retail or park space. Enhancements in the quality of life and provision of local amenities should lower the risk of first-mover investors.
- There is likely to be major environmental remediation needed and assemblage may be time consuming due to the small size and disjointed ownership of many properties along the corridor.
- A visionary partner able to reimagine the corridor’s potential will likely be necessary to advance early projects. Any partnership will require private developers to take a large risk by entering into this market first. Public partners should be ready and able to commit resources and capacity to advancing these partnerships and managing the risk of entry.

### RETAIL KEY FINDINGS

WILLINGHAM DOES NOT HAVE A ROBUST RETAIL ENVIRONMENT AND LACKS THE TRAFFIC CRUCIAL FOR MANY RETAIL TYPES BUT COULD SUPPORT DESTINATION-BASED RETAIL USES LIKE HOME FURNISHINGS THAT THRIVE IN SPECIALIZED DISTRICTS.

- Today, Willingham Corridor serves as a specialized retail district for auto repair and lacks the retail diversity of adjacent corridors like Main Street, Cleveland Avenue, or Virginia Avenue.
- There has been limited new retail development in the Willingham area, with most of the new retail development concentrated in the Metropolitan Parkway area to the northeast or within each of the Tri-Cities’ downtowns. Current retail building stock is old and in poor condition, with most built before 1980.
- Willingham Drive lacks high traffic volumes, which decreases the viability of retail uses relying on high visibility. These businesses will continue to be attracted to corridors with high traffic, like Covington Highway in Main Street and Avondale Estates in East Point.
- Retail demand generated by local residents is relatively low compared to demand generated by local workers and airport visitors. Drawing in local employees and airport visitors is crucial to realizing retail redevelopment within the corridor. This potential customer base could support substantial retail development, if captured.
- While there has been little development, vacancy remains low, indicating that there is steady retail demand in the area.
- Grocery stores, bars, and furniture stores represent the greatest supply/demand gap in the market today and have the greatest potential for success in the corridor.
- Retail uses including furniture, home furnishing, and antique sales are good fits to be the first non-auto related retail in the corridor as these uses could easily inhabit the existing industrial building stock, tend to aggregate into specialized retail districts that do not rely on through-traffic visibility to draw in customers, and sit comfortably next to industrial uses.
- The Decatur-Avondale area has undergone massive transformation and has developed a niche for furniture and antique retail, along with a large farmers market and breweries.

### INDUSTRIAL KEY FINDINGS

WILLINGHAM CORRIDOR’S CURRENT INDUSTRIAL SPACES VARY BETWEEN LIGHT AND HEAVY USES, MOST WITH RELATIVELY LOW RENTS.

- Net absorption of industrial space has been high since 2010, while only one project was delivered – pushing vacancies to 4% in 2020. Rent has steadily increased in this time, indicating strong demand for industrial space.
- The Willingham Corridor is home to a number of older warehouses and manufacturing, many of which are currently under-utilized.
- The Willingham Corridor’s industrial features are a barrier to redevelopment. Uses such as recycling, chemical and heavy industrial manufacturing, and auto repair are nuisances due to negative externalities including pollution. The Willingham Corridor is also home to more compatible uses such as airplane catering and storage facilities, but these form a smaller share.
- The industrial spaces along the Willingham corridor vary in both size and adaptability. Two properties, close to downtown East Point, are currently for sale, and could offer the opportunity for redevelopment.
- Atlanta’s West End Lee + White industrial adaptative reuse project serves as an example of what is possible when transportation and recreation infrastructure investments activate underutilized industrial real estate.

### HOTEL KEY FINDINGS

THE WILLINGHAM CORRIDOR CONTAINS ONE OF TWO MAJOR HOTEL HUBS ADJACENT TO THE AIRPORT, BUT IS LOCATED OFF OF WILLINGHAM DRIVE AND LARGELY ISOLATED FROM ADJACENT AMENITIES AND RESIDENTIAL OR RETAIL USES.

- The Willingham Corridor is home to hotels of all classes due to it’s proximity to the Hartsfield-Jackson Atlanta International Airport. One of two major airport hotel clusters is located in the southern portion of the Willingham Study Area, but is noticeably separated from the largely industrial Willingham Corridor.
- Hotel uses are traditionally incompatible with surrounding industrial uses. Therefore, it is unlikely that hotel uses would lead redevelopment of Willingham Drive while industrial uses remain.
- The airport hotels have been a large economic driver on the east side of the Corridor, but they have not attracted many amenities that could be used by local residents or employees. Additionally, these hotel uses are largely disjointed from one another, lack cohesion with the surrounding residential neighborhoods, and are only accessible by automobile.
- New transit modes allowing access to this district and better pedestrian infrastructure could establish connectivity and position the corridor to capitalize on the existing hospitality node, similar to what has been achieved in College Park with the Georgia International Convention Center and SkyTrain.
- Prior to COVID, hospitality revenue per room and occupancy had been steadily increasing for a decade. As the hotels in the Willingham area are reliant on air travel, occupancy and RevPAR are expected to rebound as travel returns to pre-COVID levels.
- Studies have shown that prior to COVID there was sufficient mid to upscale hotels, but that the area had a gap in limited-service hotel development, indicating brands like Aloft would be successful here.

**LOCAL DEVELOPERS AND INVESTORS EXPRESSED THAT MAJOR RESIDENTIAL, OFFICE, OR RETAIL REDEVELOPMENT OF THE CORRIDOR IS AT LEAST FIVE-YEARS AWAY AND WILL REQUIRE SOME FORM OF PUBLIC ASSISTANCE TO MITIGATE THE RISK OF BEING FIRST IN THE MARKET.**

Through conversations with various developers regarding the potential for redevelopment of the Willingham Corridor, all indicated that redevelopment would require significant involvement from the City of East Point in both incentivizing development and rebranding the corridor. For each market use, a scoring matrix criterion was applied to identify developer readiness for investment.

| SCORE | DESCRIPTION  | DEVELOPER READINESS  |
|-------|--|--|
| 1     | Undergoing active disinvestment and is unlikely to attract investment within a ten-year timeline.  | OFFICE- 2<br>One developer mentioned the importance of bringing semi-skilled jobs to the City of East Point would be a beneficial way to invest back into the community, but office development would likely need to happen through a public private partnership.  |
| 2     | Potential to undergo future disinvestment in the near-term, but has opportunities for redevelopment to attract future investment within a ten-year timeline. | MULTIFAMILY- 2<br>Developers noted that multifamily development along the corridor would be a high-risk project that would require some form of assistance from East Point. Multiple developers noted that there is a lack of neighborhood amenities that make this a desirable location for dense residential and the small lots complicate assemblage. Still, the potential to build off the thriving residential neighborhood south of corridor could present an opportunity for redevelopment for the right partner.   |
| 3     | Could be suitable for the right project and has potential to attract future investment within a five-year timeline   | INDUSTRIAL- 4<br>Developers saw the current heavier industrial uses as an impediment to future development on the corridor, and that rezoning away from heavy industrial will be an important component to any redevelopment efforts. It was also noted that lighter industrial uses such as bakeries and movie studios can be compatible with redevelopment and that a market existed today.<br>RETAIL- 3<br>Developers mentioned that successful retail, along with quality of life improvements and greenspace amenities, could serve as the first step in transforming the corridor. One developer mentioned that the demographic trends are strong, but awareness of the area is lacking. |
| 4     | An emerging market and has potential to attract forward thinking development partners today.   | HOSPITALITY- 5<br>Hotels are already a vital part of the Willingham Corridor Area's economy, and one developer noted that prior to COVID, hotels were doing extremely well. There is a strong market to develop limited-service hotels in the Willingham Corridor Area, though not directly on Willingham Drive without significant changes to the mix of uses and improves in the quality of life experience.   |
| 5     | A developed market and is able to attract new ground-up construction from most developer partners today.   |  |

**DEMOGRAPHICS AND WORKFORCE SUMMARY**

Demographics

- Population loss has stabilized over the past decade after years of decline, with the pace of income growth almost double that of the Tri-Cities as a whole.
- Neighborhoods directly south of the Willingham Corridor have diverged demographically from neighborhoods to the north since 2010, with much higher income growth and college attainment.
- The number of households with at least one bachelor's degree has doubled since 2010, rising from 15% to 30%.

Workforce

- Medical, waste management/remediation and scientific/professional services were the fastest growing industries since 2010.
- Transportation and warehousing saw the largest employment losses between 2010 and 2020.

**TRACTS 110 AND 123 HAVE BEEN USED AS A PROXY FOR THE IMMEDIATE WILLINGHAM CORRIDOR STUDY AREA AS THESE TRACTS SPLIT THE RESIDENTIAL PORTION OF THE STUDY AREA.**

The demographics within each of these tracts have diverged significantly since 2010, with Tract 123 seeing gains in households with higher median incomes. Tract 123's growth has been bolstered by Woodward Academy.



Source: ESRI, 2020.

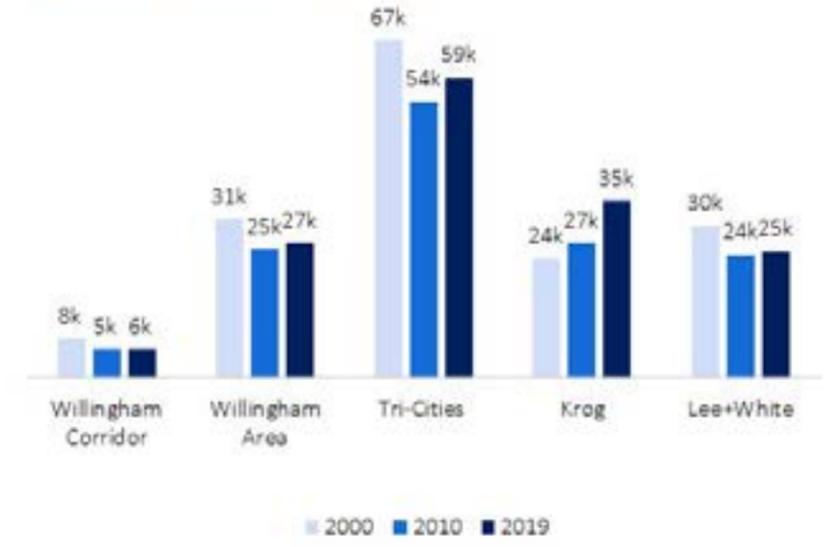
|                       | TRACT 123    | TRACT 110    |
|-----------------------|--------------|--------------|
| POPULATION            | 2,691 (2020) | 2,910 (2020) |
| HOUSEHOLDS            | 1,058 (2019) | 969 (2019)   |
| MEDIAN INCOME         | \$52k (2020) | \$24k (2020) |
| BACHELOR'S OR GREATER | 42% (2020)   | 15% (2020)   |
| MEDIAN AGE            | 41.2 (2020)  | 30.9 (2020)  |

**LIKE MUCH OF THE TRI-CITIES AREA, THE WILLINGHAM CORRIDOR LOST SIGNIFICANT POPULATION BETWEEN 2000 AND 2010, BUT THIS TREND HAS REVERSED IN THE PAST DECADE.**

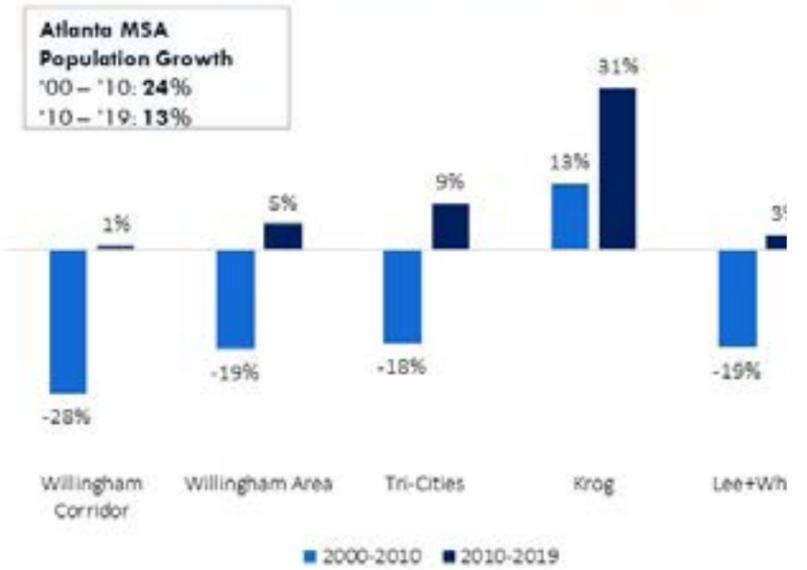
The Willingham Corridor has yet to capitalize on Atlanta's rapid population growth, but in recent years, the area has seen a population gain, indicating interest in the area.



Population Growth, 2000 - 2019



Population Growth as Percent Increase, 2000 - 2019



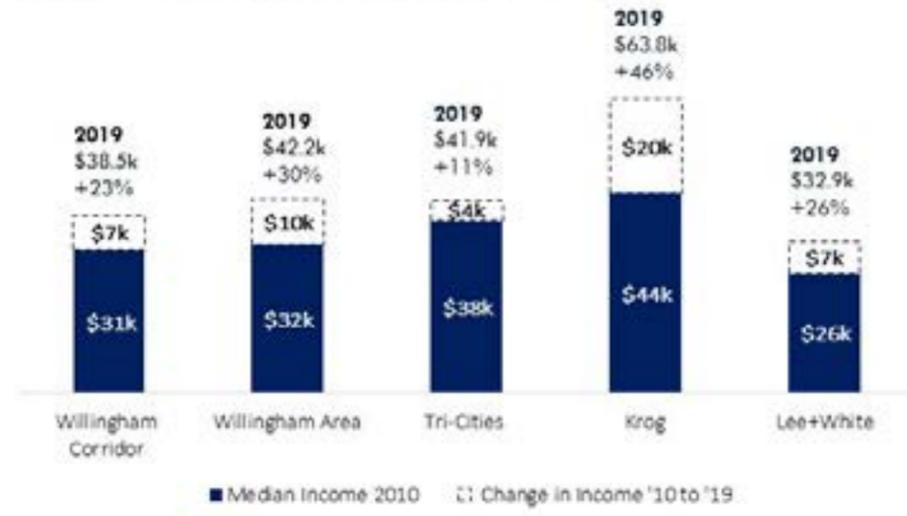
**WILLINGHAM AREA INCOMES HAVE SURPASSED THE TRI-CITIES SINCE '10, BUT INCOMES ARE MORE UNEQUALLY DISTRIBUTED COMPARED TO THE GREATER TRI-CITIES IN BOTH THE WILLINGHAM CORRIDOR AND WILLINGHAM AREAS.**

The Willingham area has seen rapid income growth despite limited new residential and commercial development. This growth is largely being driven by the area south of Willingham Drive.

**INCREASING INCOMES IN THE WILLINGHAM CORRIDOR ARE DUE TO DEMOGRAPHIC SHIFTS FOR HIGH AND LOW-EARNING HOUSEHOLDS, WITH A 55% INCREASE IN HOUSEHOLDS EARNING MORE THAN \$50K/YEAR AND A 36% DECREASE IN HOUSEHOLDS EARNING LESS THAN \$50K.**

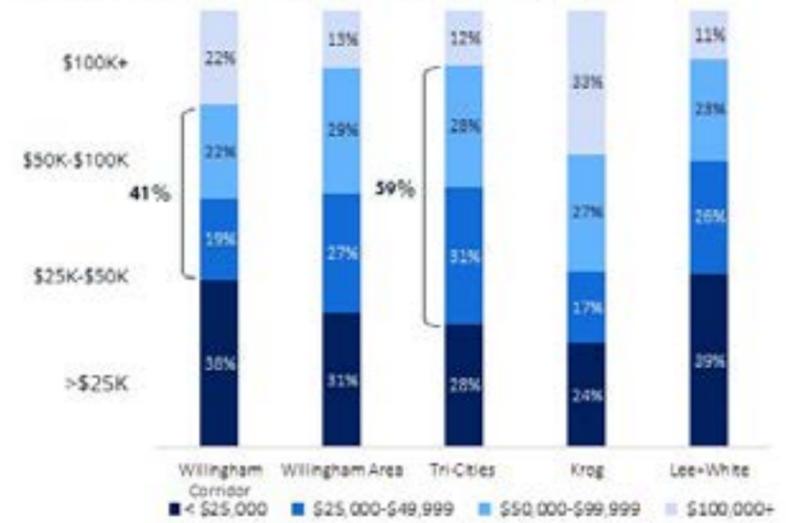
The increases in median income better supports retail as residents have more disposable income.

**Median Household Income Growth, 2010 - 2019**

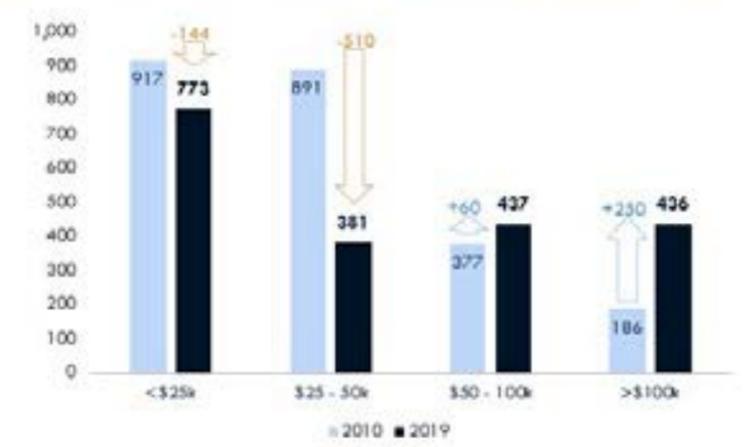


Source: Five-Year American Community Survey

**Median Household Income Distribution, 2019**

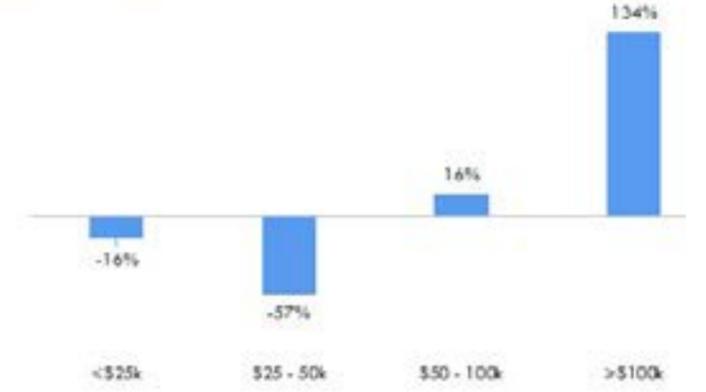


**Median Household Income Distribution, 2010 - 2019**

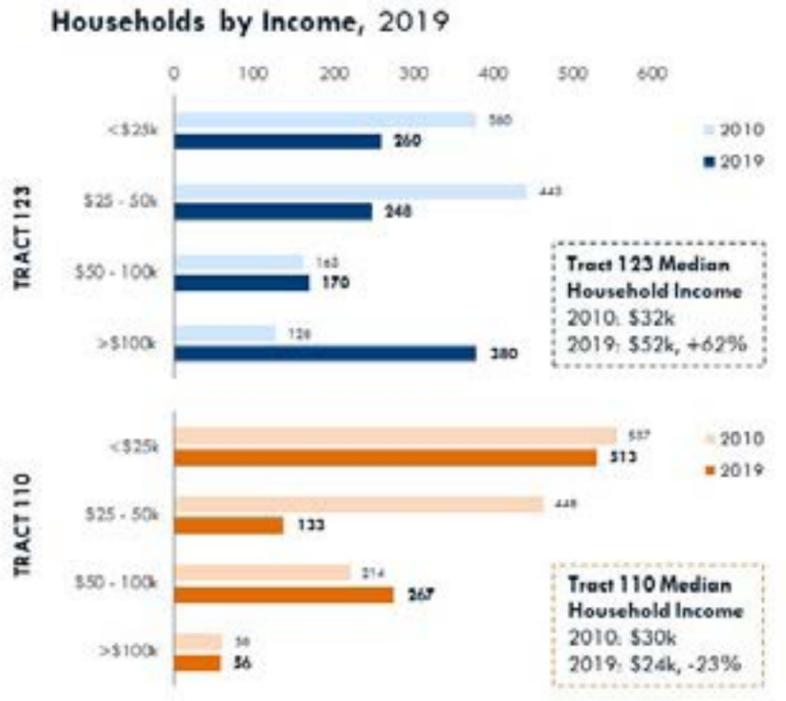
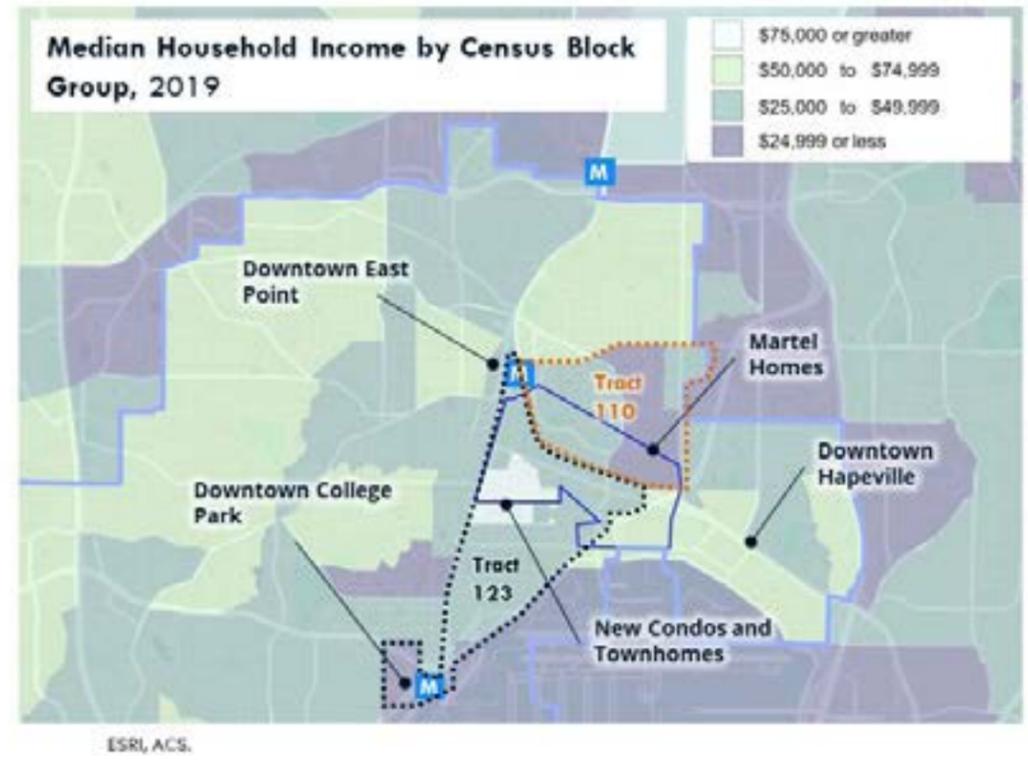


Source: Five-Year American Community Survey

**Change in Median Household Income Distribution, 2010 - 2019**

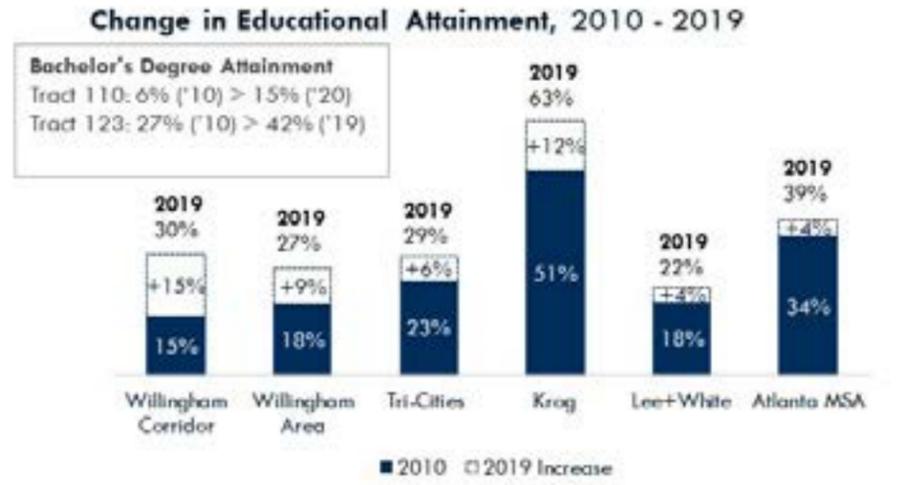
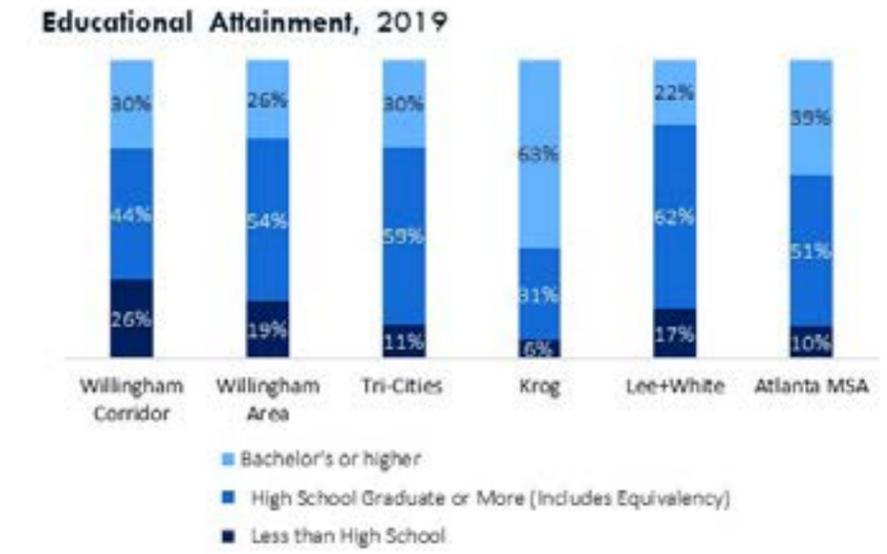


WHILE INCOMES ON EACH SIDE OF THE CORRIDOR WERE RELATIVELY EQUAL IN 2010, THEY HAVE DIVERGED SUBSTANTIALLY SINCE. HOUSEHOLD INCOME SOUTH OF THE CORRIDOR (TRACT 123) INCREASED BY 62%, WHILE INCOMES NORTH OF THE CORRIDOR (TRACT 110) DECREASED BY 23%.



BOTH THE WILLINGHAM CORRIDOR AND AREA LAG THE ATLANTA MSA IN EDUCATIONAL ATTAINMENT. DESPITE THIS, THE CORRIDOR AND AREA ARE GAINING RESIDENTS WITH BACHELOR'S DEGREES AT A FASTER RATE. AND A 36% DECREASE IN HOUSEHOLDS EARNING LESS THAN \$50K.

The increase in educational attainment in the Willingham area is largely driven by Tract 123, south of Willingham Drive. The large educational and wealth disparities between the north and south of Willingham Drive is increasing.



**WHILE THE WILLINGHAM AREA AGE DISTRIBUTION REFLECTS MUCH OF THE TRI-CITIES, IT HAS NOT ATTRACTED NEARLY AS MANY PEOPLE AGED 18 - 34 AS STRONG COMPARATIVE MARKETS, LIKE THE KROG STREET MARKET AREA.**

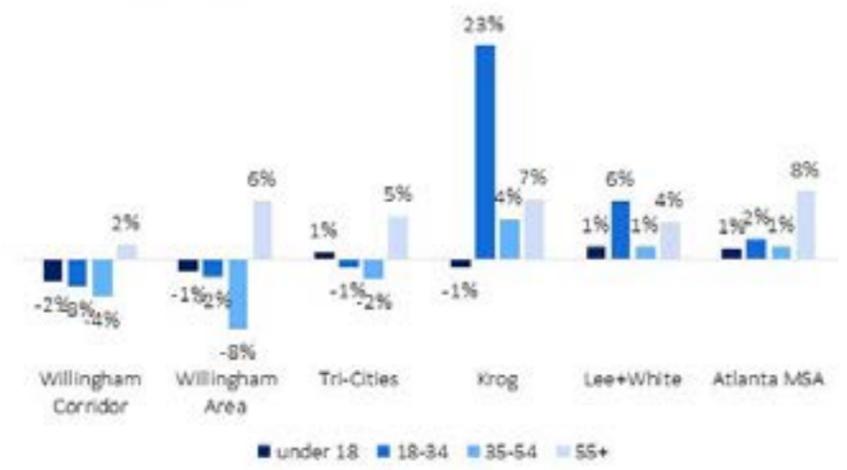
The Willingham Area is aging faster than the TriCities and other peer neighborhoods, with only the 55+ age demographic growing. For the Krog Street Market area, which has seen rapid population growth and development, the 18-34 age demographic supported much of this development.



Age Cohort, 2019



Change in Age Cohort, 2010 - 2019



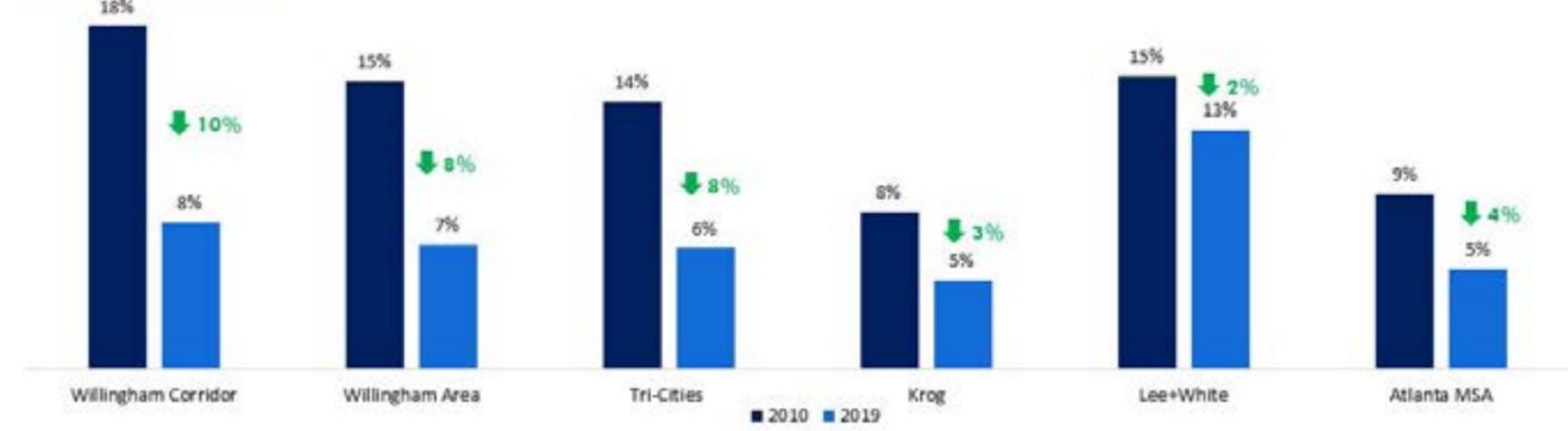
Source: ESRI.

**UNEMPLOYMENT IN BOTH THE WILLINGHAM CORRIDOR AND AREA HAVE DROPPED SUBSTANTIALLY SINCE 2010, BUT UNEMPLOYMENT REMAINS HIGHER COMPARED TO THE WHOLE TRICITIES.**

This positive trend was largely driven by Tract 123, even though unemployment also decreased in Tract 110 as well.



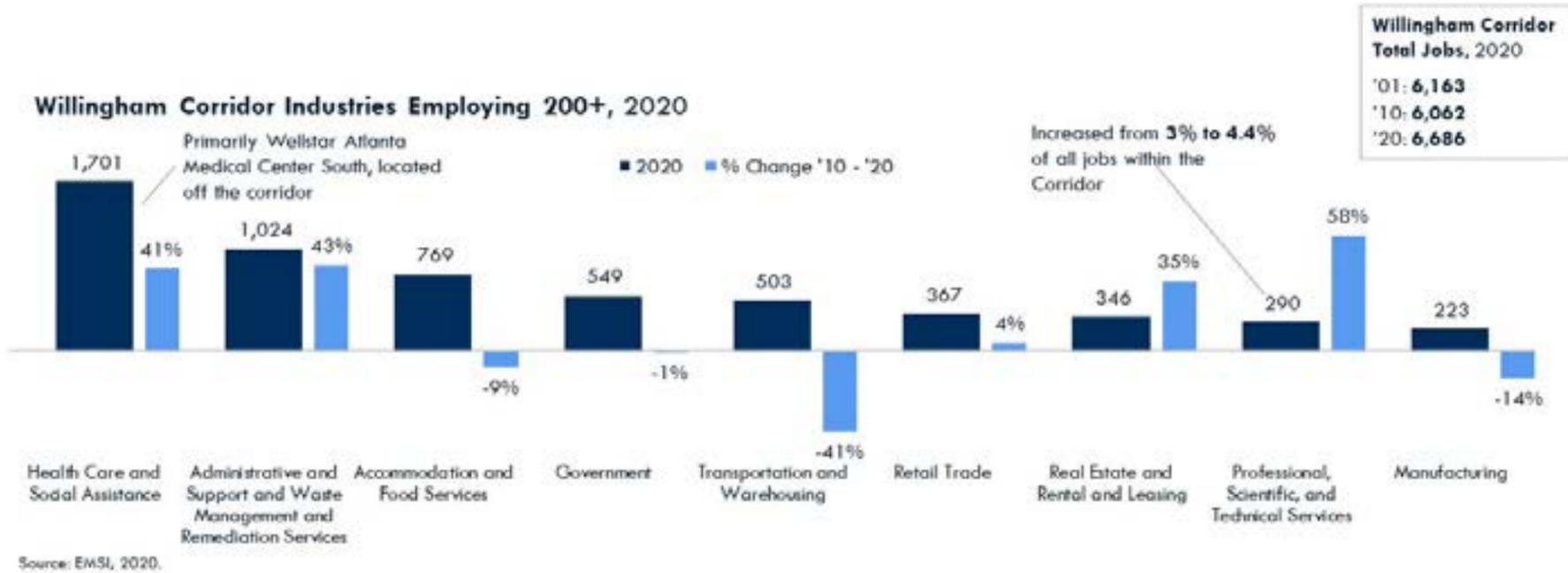
Unemployment Rate, 2010-2019



Source: Five-Year American Community Survey

**THE LARGEST INDUSTRY IN THE WILLINGHAM CORRIDOR IS HEALTH CARE AND SOCIAL ASSISTANCE, FOLLOWED BY ADMINISTRATIVE AND SUPPORT/WASTE MANAGEMENT AND REMEDIATION. JOB LOSSES WERE CONCENTRATED IN TRANSPORTATION AND WAREHOUSING.**

The job loss in transportation and warehousing and manufacturing is largely due to the aging stock of Willingham’s industrial buildings which are not well suited for modern warehousing and manufacturing needs.

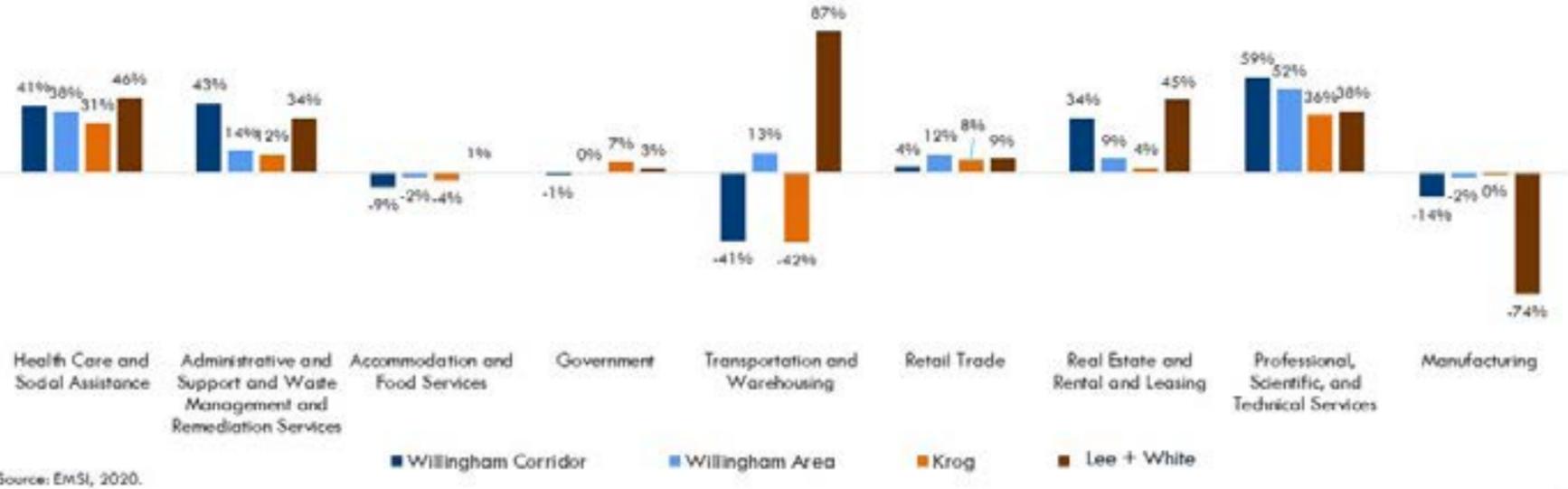


**GROWTH IN ADMIN./WASTE MANAGEMENT AND PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES IN WILLINGHAM OUTPACES THE GROWTH IN COMPARISON MARKETS.**

Lee + White, an area that has undergone transformative change in the past years, saw a significant decrease in manufacturing, but an increase in transportation and warehousing. The sharp decrease in manufacturing and transition towards lighter industrial uses have helped bolster the area’s transformation.



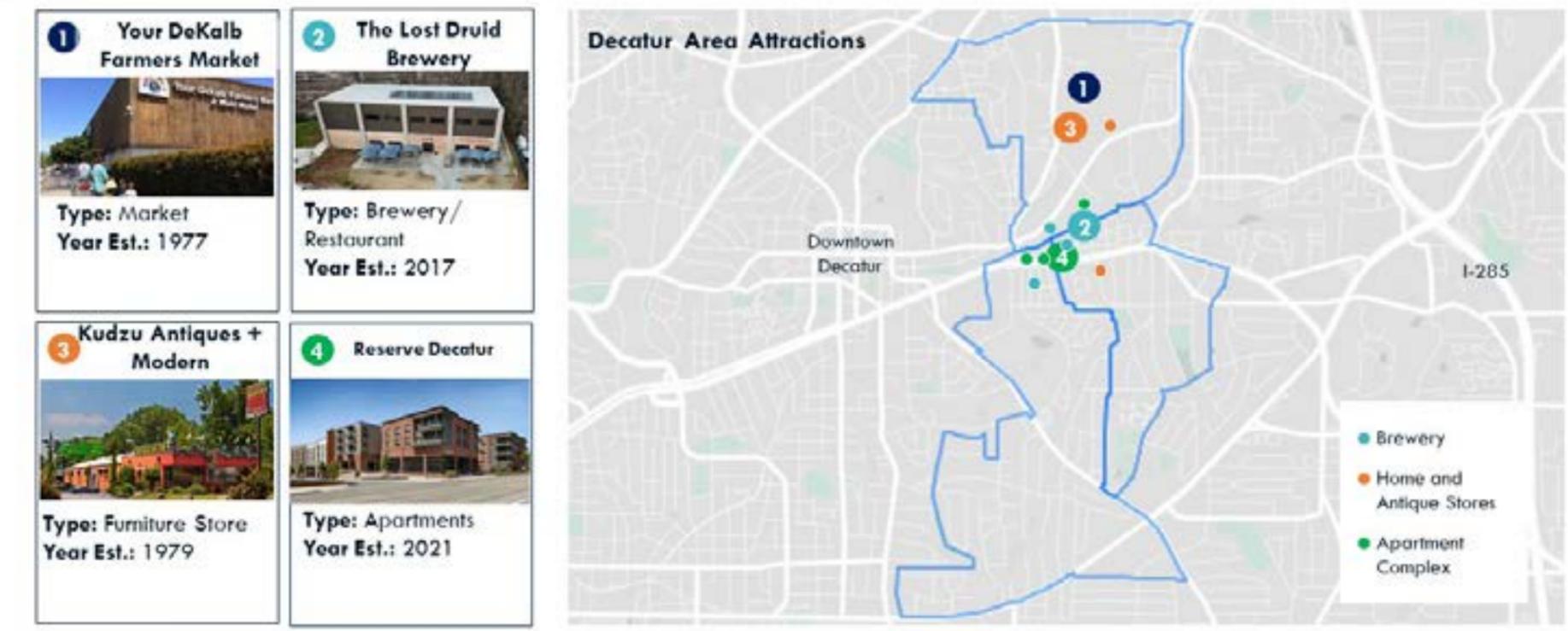
Percent Change in Selected Industries, 2010-2020



# AVONDALE CASE STUDY



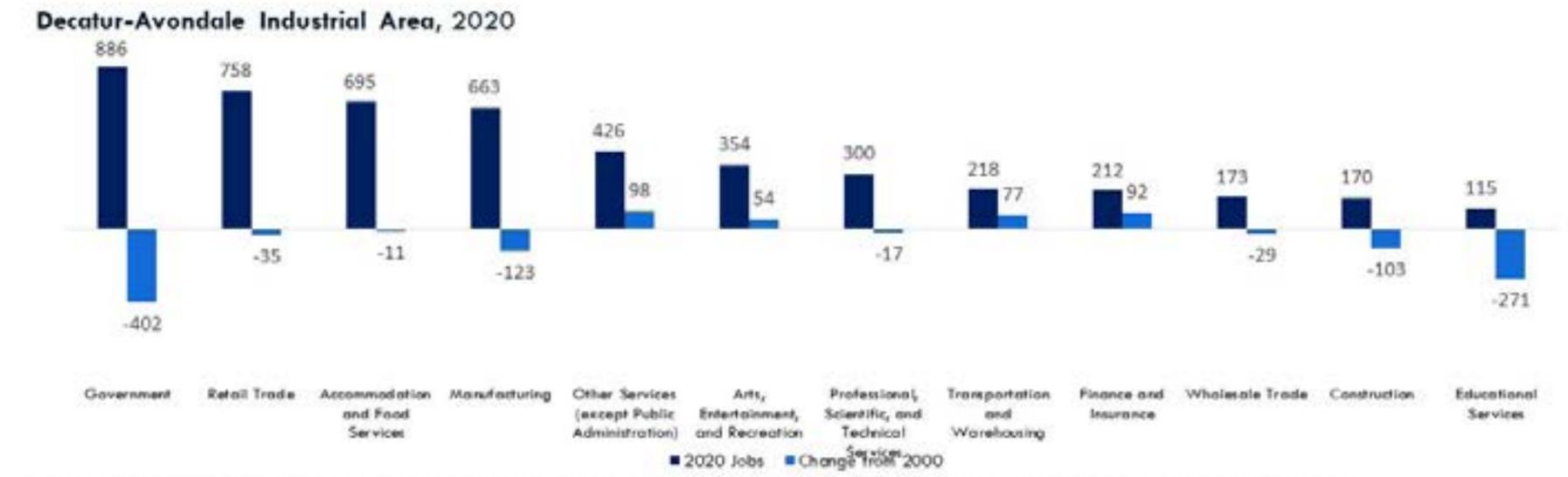
OVER THE PAST THREE DECADES, THE DECATUR-AVONDALE INDUSTRIAL AREA HAS TRANSFORMED INTO AN AMENITY-RICH HUB OF BREWERIES, ANTIQUES AND HOME FURNISHINGS, AND RESTAURANTS WITH REGIONAL RETAIL DESTINATIONS LIKE YOUR DEKALB FARMER'S MARKET.



Source: EMSI, 2020.

WHILE THE AREA'S TRANSFORMATION DID CAUSE JOB LOSS IN INDUSTRIES SUCH AS CONSTRUCTION, MANUFACTURING, GOVERNMENT, AND WHOLESALE TRADE, THESE LOSSES WERE RELATIVELY SMALL. IN TOTAL, JOB EMPLOYMENT STAYED RELATIVELY STABLE.

The Decatur-Avondale Industrial area's transformation exemplifies that light industrial uses can be compatible with repositioning a corridor. Even though the area lost some manufacturing jobs, there has been an increase in light food and beverage manufacturing.



Notes: Census tracts 229,230, and 222.3 were used for the Decatur Area. Only industries with over 200 jobs in 2001 or 2020 are shown, with healthcare excluded (over 6,000 jobs in 2020). Source: EMSI, 2020.

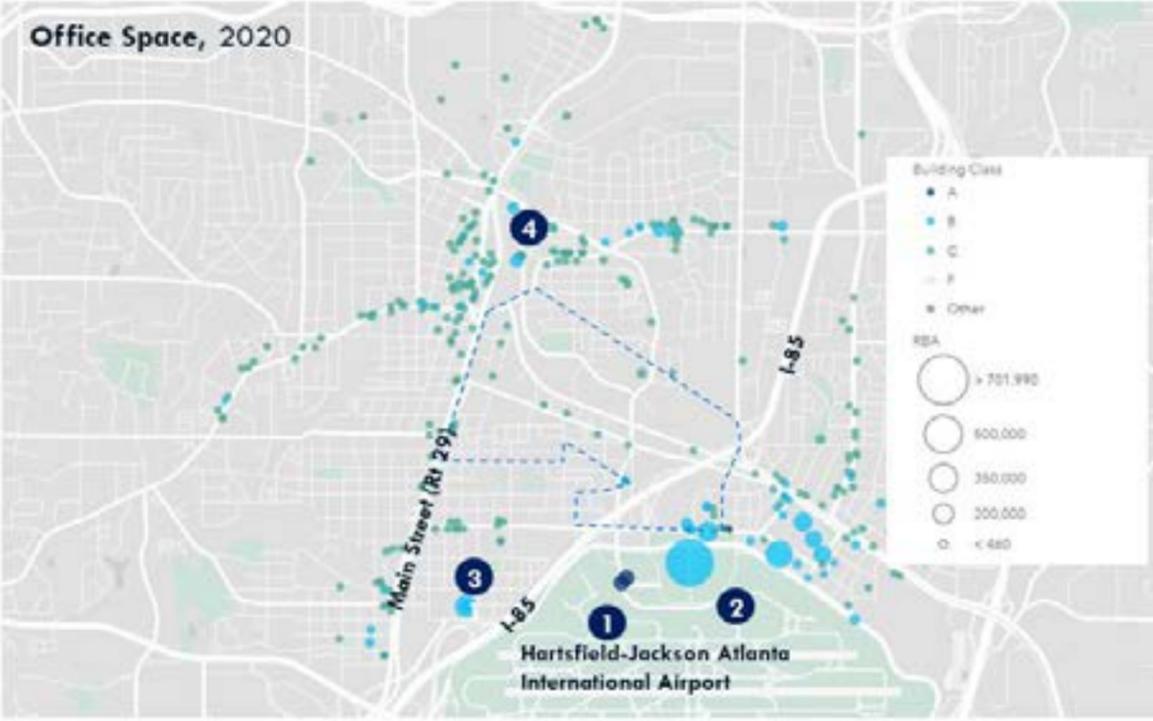
**MOST OFFICE NEAR WILLINGHAM DRIVE IS CONCENTRATED ADJACENT TO THE AIRPORT, WITH NO NEW OFFICE DEVELOPMENT IN THE IMMEDIATE PIPELINE. OFFICES NORTH OF WILLINGHAM DRIVE ARE OLDER AND SMALLER THAN OFFICES SURROUNDING THE AIRPORT.**

### MARKET ANALYSIS - SUMMARY

- Office
- Prior to COVID, low vacancies at major office projects like Hartsfield Center (\$27 psf) and Porsche’s North American HQ have encouraged developers to consider office new construction north of the airport.
- Vacancy has steadily increased over the past decade, which has only been exacerbated since 2020.
- Multifamily
- High absorption and steadily rising rents have attracted attention from regional developers to the area, like South City Partners’ new Hapeville mixed-use project.
- Willingham corridor must add walkable amenities to attract multifamily development.
- Retail
- Drawing in local employees and airport visitors is crucial to realizing retail redevelopment within the corridor.
- Grocery stores, bars, and furniture stores have the greatest potential for success in the corridor.
- Industrial
- Industrial vacancy is historically low, with rents improving from \$2.44 in 2010 to \$8.01 in 2021.
- Hospitality
- Up until 2020, occupancy and revenues were trending up towards record highs, but COVID has substantially

|  |  |
|--|--|
| <p><b>1</b> PROPOSED<br/><b>Hartsfield Centre</b></p>  <p>Type: Class A<br/>Size (SF): 150,000<br/>Rent: \$42 PSF/Y<br/>Year Built/Renov.: 2022</p> | <p><b>2</b><br/><b>Delta Air Lines</b></p>  <p>Type: Class B<br/>Size (SF): 700,000<br/>Anchor: Delta<br/>Year Built/Renov.: 1989</p>                       |
| <p><b>3</b><br/><b>FAA Southeast HQ</b></p>  <p>Type: Class B<br/>Size (SF): 253,000<br/>Anchor: FAA<br/>Year Built/Renov.: 1993</p>                | <p><b>4</b><br/><b>Wagon Works</b></p>  <p>Type: Adaptive Reuse<br/>Size (SF): 105,000<br/>Leased: 84%<br/>Rent: \$24 PSF/Y<br/>Year Built/Renov.: 1999</p> |

Source: CoStar, 2020.



THE WILLINGHAM AREA HAS SEEN NO NEW OFFICE DEVELOPMENT IN RECENT YEARS AND EXPERIENCED NEGATIVE ABSORPTION, INDICATING POOR DEMAND. WHILE ABSORPTION HAS BEEN LOW, RENTS HAVE STEADILY RISEN FROM \$16 PSF IN '16 TO \$22 PSF IN '20.

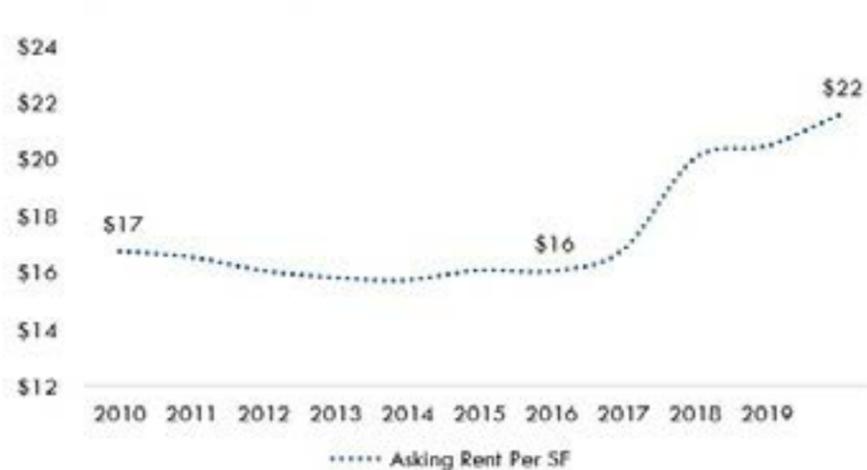
Despite the large number of office buildings around the airport, including the Delta Air Lines Headquarters, the Willingham Corridor has few traditional office buildings.

Deliveries and Absorption SF, Willingham Corridor (2-mile radius)



Source: CoStar, 2020.

Deliveries and Absorption SF, Willingham Corridor (2-mile radius)

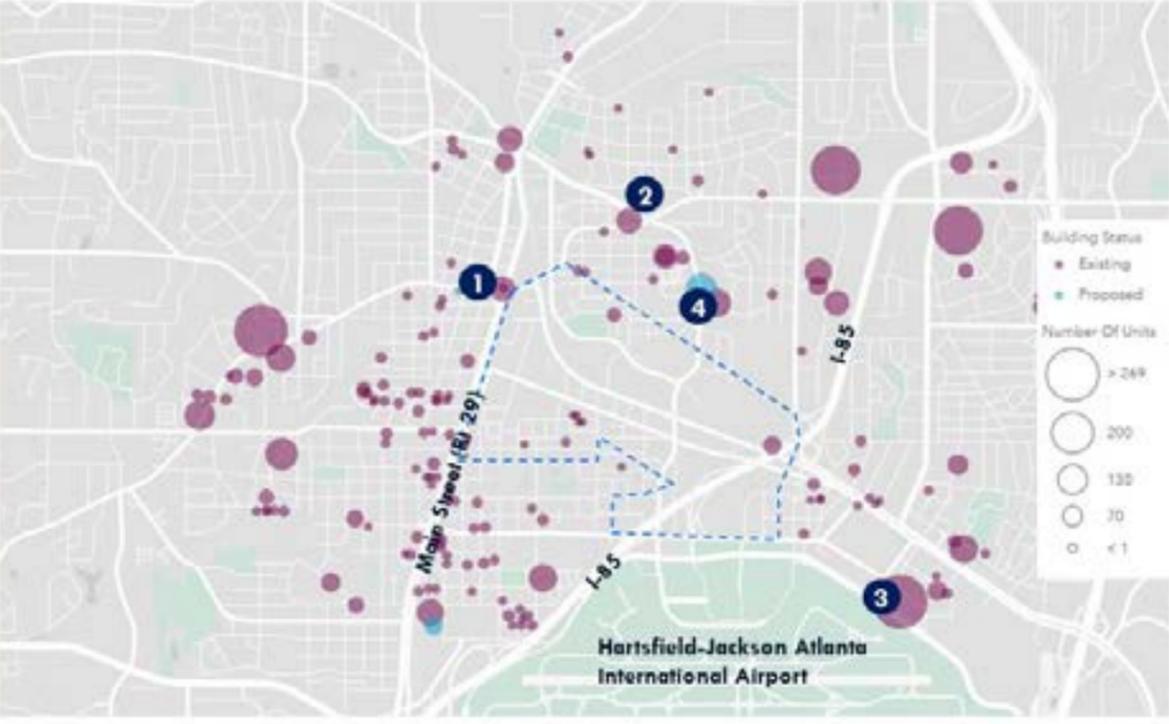


Source: CoStar, 2020.

MULTIFAMILY HOUSING IS LIMITED IN THE WILLINGHAM AREA, WITH ALMOST NO HOUSING IN THE CORE OF THE STUDY AREA DUE TO THE INDUSTRIAL NATURE OF THE WILLINGHAM CORRIDOR, THOUGH NEW HOUSING HAS BEEN CONSTRUCTED ON THE PERIPHERY IN ALL DIRECTIONS.

|  |   |
|--|---|
| <p><b>1</b> The Pad on Harvard</p>  <p>Units: 109<br/>Type: Market<br/>Year Built: 2017</p>     | <p><b>2</b> The Gateway at East Point</p>  <p>Units: 101<br/>Type: Affordable<br/>Year Built: 2012</p>   |
| <p><b>3</b> PROPOSED SCP Hapeville</p>  <p>Units: 285<br/>Type: Market<br/>Year Built: 2023</p> | <p><b>4</b> Norman Berry Village II</p>  <p>Units: 134<br/>Type: Affordable<br/>Year Built: Proposed</p> |

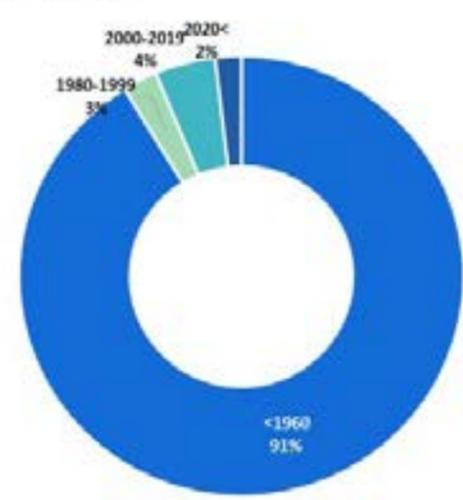
Source: CoStar, 2020.



THERE HAS BEEN NO NEW MULTIFAMILY HOUSING CONSTRUCTION IN THE WILLINGHAM CORRIDOR, BUT IN THE AREA SURROUNDING THE WILLINGHAM CORRIDOR, THERE HAS BEEN A MIX OF MARKET AND AFFORDABLE MULTIFAMILY HOUSING, WITH TWO PROJECTS IN THE PIPELINE.



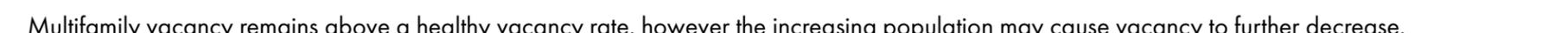
Primary Study Area Multifamily Inventory, By Year Built



Source: CoStar, 2020.

| Property Name                  | Year Built | Rent Type  | Units | Rent/SF <sup>a</sup> | Avg Unit Size | % Studios, 1BR, 2BR |
|--------------------------------|------------|------------|-------|----------------------|---------------|---------------------|
| Norman Berry Village           | 2023       | Affordable | 134   | N/A                  | N/A           | 100%                |
| The Diamond @ College Park     | 2022       | Affordable | 61    | N/A                  | N/A           | 100%                |
| The Pad on Harvard             | 2017       | Market     | 109   | \$1.64               | 839 SF        | 100%                |
| The Gateway at East Point      | 2012       | Affordable | 101   | \$1.03               | 732 SF        | 100%                |
| The Atlantic Aerropolis        | 2008       | Market     | 269   | \$1.76               | 1,001 SF      | 98%                 |
| 3389-3395 N Whitney Ave        | 2006       | Market     | 4     | N/A                  | 2,218 SF      | 0%                  |
| Norman Berry Village (Phase 1) | 2006       | Affordable | 119   | \$0.79               | 693 SF        | 100%                |
| Princeton Court                | 2005       | Affordable | 116   | \$0.98               | 823 SF        | 100%                |
| <b>Average Rent</b>            |            |            |       | <b>\$1.03**</b>      | <b>918 SF</b> | <b>95%</b>          |

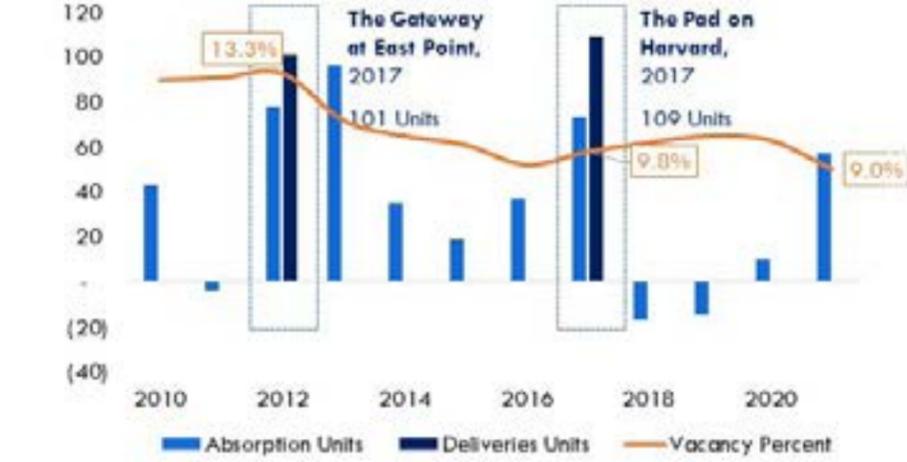
TWO NEW MULTIFAMILY PROJECTS HAVE BEEN BUILT NEAR WILLINGHAM SINCE 2010, WITH MULTIFAMILY VACANCY CONTINUING DECLINE. RENTS HAVE CONTINUALLY INCREASED SINCE 2010, INCREASING FROM \$0.74 TO \$1.03 IN 2021.



Multifamily vacancy remains above a healthy vacancy rate, however the increasing population may cause vacancy to further decrease.

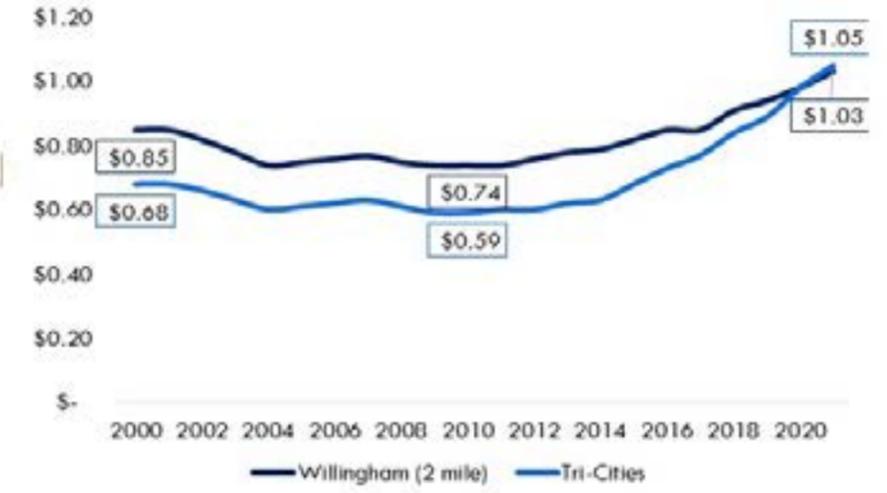


Multifamily Activity, 2-mile radius



Source: CoStar, 2020.

Multifamily Rent, 2-mile radius



WILLINGHAM CORRIDOR SERVES AS A SPECIALIZED RETAIL DISTRICT FOR AUTO REPAIR AND LACKS THE RETAIL DIVERSITY OF ADJACENT CORRIDORS LIKE MAIN STREET, CLEVELAND AVENUE, OR VIRGINIA AVENUE.



Source: CoStar, 2020.

THERE HAS BEEN LIMITED NEW RETAIL DEVELOPMENT IN THE WILLINGHAM AREA, WITH MOST OF THE NEW RETAIL DEVELOPMENT CONCENTRATED ON THE METROPOLITAN PARKWAY AREA TO THE NORTHEAST. RETAIL BUILDING STOCK IS OLD, WITH MOST BUILT BEFORE 1980.

There has been almost no speculative retail built in recent years, with some of the most recent developments being Walmart and Ace Hardware. While there has been little development, vacancy remains low, indicating that there is steady retail demand in the area.



Source: CoStar, 2020.



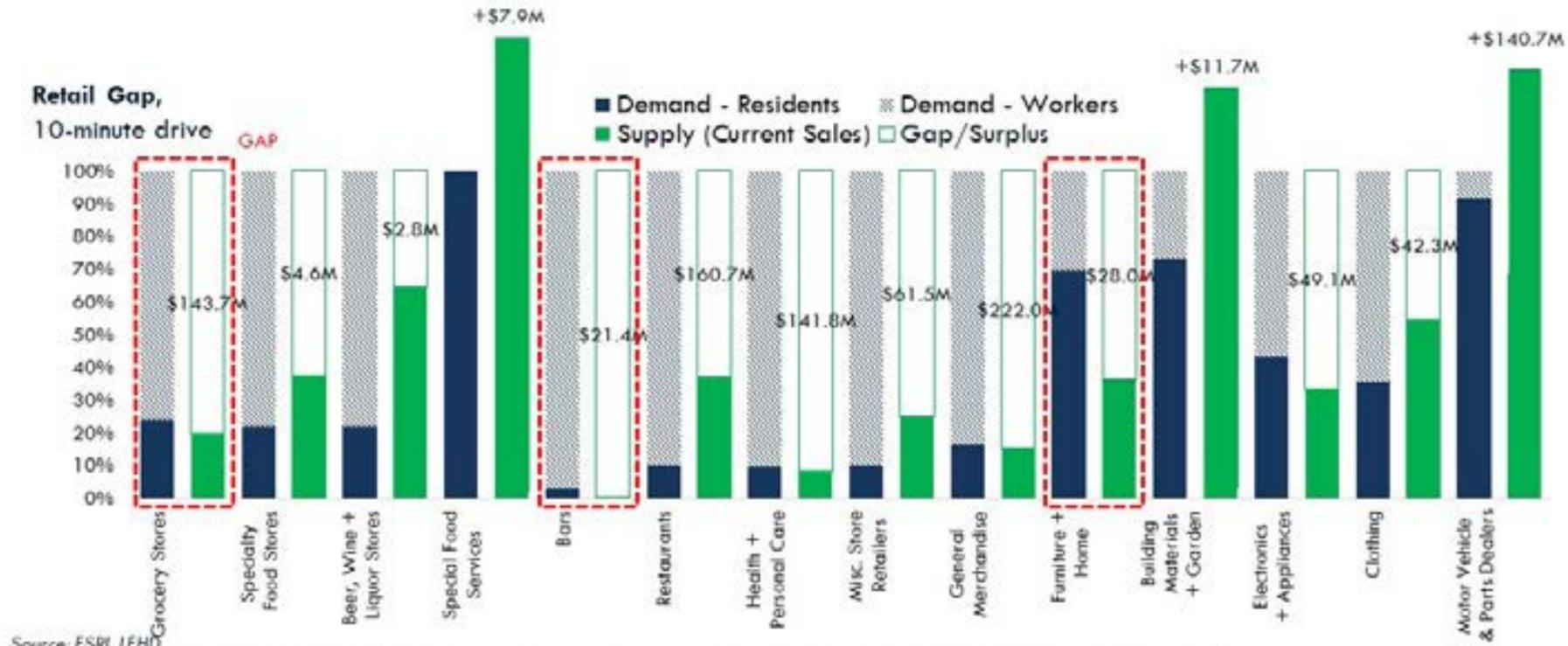
THE PRIMARY TRADE AREA HAS ONLY 7,800 RESIDENTS, BUT 38,000 WORKERS, ADDING SIGNIFICANTLY TO THE RETAIL DEMAND IN THE AREA. ADDITIONALLY, THE PROXIMITY TO THE AIRPORT COULD BE A POTENTIAL RETAIL DRIVER IN THE AREA.



RETAIL DEMAND GENERATED BY LOCAL RESIDENTS IS RELATIVELY LOW COMPARED TO DEMAND BY LOCAL WORKERS AND AIRPORT VISITORS. GROCERY STORES, BARS, AND FURNITURE STORES REPRESENT THE GREATEST SUPPLY/DEMAND GAP IN THE MARKET TODAY.

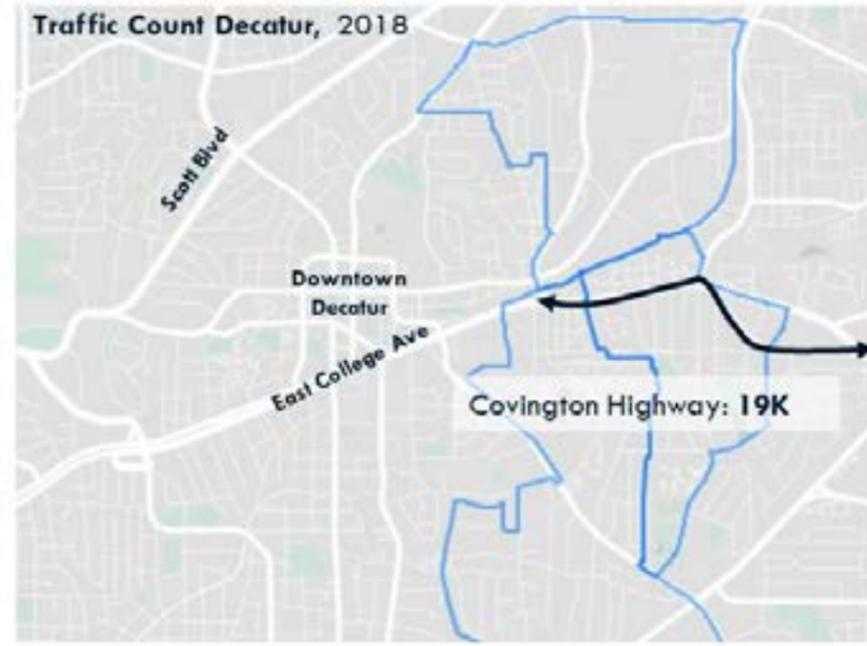


Source: ESRI, LEHD 2019  
 While more recent LEHD data (2017) is available, Office of Personnel Management (OPM) data on Federal Workers were not available as part of the 2016 and 2017 release and so the coverage of "All Jobs" contain information on only workers in the private sector and state/local government. Since Federal Workers comprise a significant portion of the retail trade area employment, our analysis used the 2015 LEHD data, which includes Federal Workers. As jobs have grown in the trade area, the retail demand from office workers shown here should be considered a conservative estimate. For more information: LEHD  
 \*\*Analysis excludes workers that earn less than \$15,000 annually. Of the 28,000 workers that do not live in the primary trade area, 22,500 were included in the analysis.



Source: ESRI, LEHD  
 Note: Based on ESRI's Retail MarketPlace. While the data is presented in current-year geography, all supply and demand-related estimates remain vintage 2017.

WILLINGHAM DRIVE LACKS HIGH TRAFFIC VOLUMES, WHICH DECREASES THE VIABILITY OF RETAIL USES RELYING ON HIGH VISIBILITY. THESE BUSINESSES WILL CONTINUE TO BE ATTRACTED TO CORRIDORS WITH HIGH TRAFFIC, LIKE MAIN STREET IN EAST POINT AND COVINGTON HIGHWAY IN AVONDALE ESTATES.



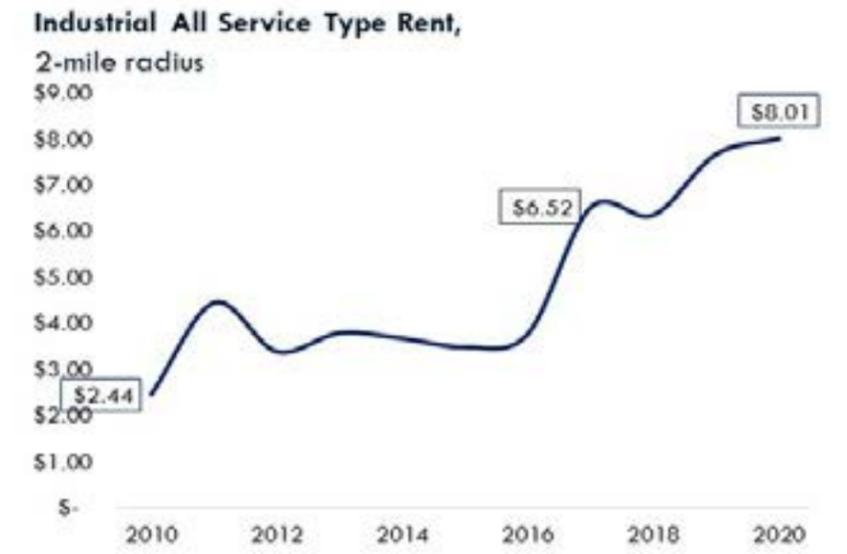
Source: Gdottrafficdata, 2020.

NET ABSORPTION HAS BEEN HIGH SINCE 2010, WHILE ONLY ONE PROJECT WAS DELIVERED PUSHING VACANCIES TO 4% IN 2020. RENT HAS STEADILY INCREASED IN THIS TIME, INDICATING STRONG DEMAND FOR INDUSTRIAL SPACE.

The Willingham Corridor is home to a number of older warehouses and manufactures, many of which are no longer compatible with 21st century manufacturing and warehousing.



Source: CoStar, 2020.



THE WILLINGHAM CORRIDOR'S INDUSTRIAL FEATURES ARE A BARRIER TO REDEVELOPMENT. USES SUCH AS RECYCLING, CHEMICAL AND HEAVY INDUSTRIAL MANUFACTURING, AND AUTO REPAIR ARE NUISANCES DUE TO NEGATIVE EXTERNALITIES INCLUDING POLLUTION. THE WILLINGHAM CORRIDOR IS ALSO HOME TO MORE COMPATIBLE USES SUCH AS AIRLINE CATERING AND STORAGE.



**1 SA Recycling**



**Use:** Recycling  
**Lot (Acre):** 17.2

**2 Other Self Storage**



**Use:** Self Storage  
**Lot (Acre):** 2.3

**3 LSG Sky Chef**



**Uses:** Food Distribution/airport related  
**Lot (Acre):** 2.54

**4 Car lot**



**Uses:** Car storage?  
**Lot (Acre):** 13.1



Source: Google Earth.

THE INDUSTRIAL SPACES ALONG THE WILLINGHAM CORRIDOR VARY IN BOTH SIZE AND ADAPTABILITY. TWO OF THESE PROPERTIES, CLOSE TO DOWNTOWN EAST POINT, ARE CURRENTLY FOR SALE, AND COULD OFFER REDEVELOPMENT OPPORTUNITIES.



**1 31030 S Martin St- Bldg 1**



**Asking Rent( NNN):** \$5.70  
**Lot (Acre):** 12.15  
**Size (SF):** 39,000  
**Year Built/Renov.:** 1987

**2 1571 Taylor Ave**



**Sale Price:** \$810k  
**Lot (Acre):** 0.45  
**Size (SF):** 12,368  
**Year Built/Renov.:** 1968

**3 1631 Willingham Dr**



**Sale Price:** \$4M  
**Lot (Acre):** 2.1  
**Size (SF):** 52,066  
**Year Built/Renov.:** 1965

**4 1129-1199 Willingham Dr**



**Asking Rent( NNN):** \$6.00  
**Lot (Acre):** 4.3  
**Size (SF):** 85,775  
**Year Built/Renov.:** 1962

Source: Co-Star, 2020.

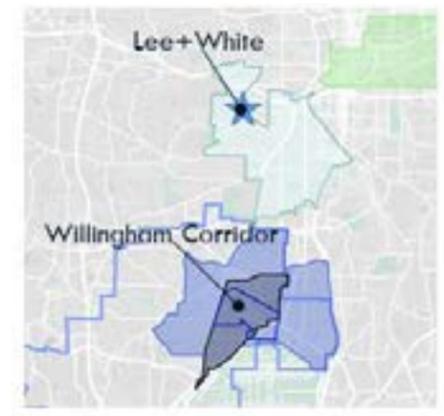


**ATLANTA'S WEST END LEE + WHITE INDUSTRIAL ADAPTATIVE REUSE PROJECT SERVES AS AN EXAMPLE OF WHAT IS POSSIBLE WHEN TRANSPORTATION AND RECREATION INFRASTRUCTURE INVESTMENTS ACTIVATE UNDERUTILIZED INDUSTRIAL REAL ESTATE.**

Lee + White  
Ackerman & Co. and MDH Partners have released new master plans for their \$85 million redevelopment and expansion of the 11-building, 433,000 square-foot Lee + White property in Atlanta's West End neighborhood.

Located just 0.4-miles from the West End MARTA station, the new Lee + White master plans include 250 multifamily units, 145,000 square feet of create loft office space, 47,000 square feet of retail space, and an outdoor amphitheater. The initial phase of the redevelopment included the addition of tenants such as Monday Night Brewing, Wild Heaven Beer, Best End Brewing, ASW Distillery, and Hop City Craft Beer & Wine, each of which has developed a unique following and enjoyed substantial success.

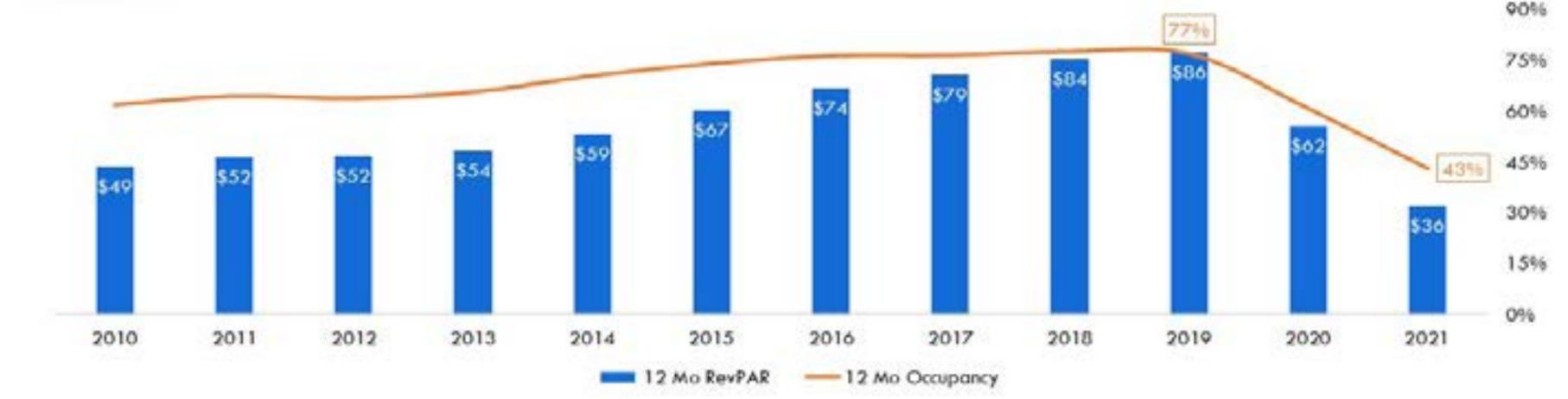
Construction is slated to begin in 2021 with delivery of 42,000 square feet of creative loft office in Phase 1 by the end of 2020, followed by the opening of 17,000 square of retail and 103,000 square feet of creative loft office expected later in the year.



**PRIOR TO COVID, HOSPITALITY REVENUE PER ROOM AND OCCUPANCY WERE INCREASING. AS THE HOTELS IN THE WILLINGHAM AREA ARE RELIANT ON AIR TRAVEL, OCCUPANCY AND REVPAR WILL REBOUND AS TRAVEL RETURNS TO PRE-COVID LEVELS.**

The Willingham Corridor is home to a significant hub of airport hotels to the north of the airport; the northern edge of the airport is more desirable as it is closer to Atlanta. This has been a large economic driver on the east side of the Corridor.

Hospitality Activity, 2-mile radius



Source: CoStar, 2020.

THE WILLINGHAM CORRIDOR IS HOME TO HOTELS OF ALL CLASSES DUE TO IT'S PROXIMITY TO THE HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT. ONE OF TWO MAJOR AIRPORT HOTEL CLUSTERS IS LOCATED IN THE SOUTHERN AREA OF THE WILLINGHAM STUDY AREA. MORE COMPATIBLE



**1 Econolodge**



Scale: Economy  
Rooms: 99  
Year Built/Renov.: 1966

**2 Double Tree by Hilton**



Scale: Upscale  
Rooms: 220  
Year Built/Renov.: 1985/2018

**3 Homewood Suites**



Scale: Upscale  
Rooms: 122  
Year Built/Renov.: 2014



Source: CoStar, 2020.



**06**  **PUBLIC  
ENGAGEMENT**

## STAKEHOLDER AND COMMUNITY ENGAGEMENT

Stakeholder and community engagement during the first phase of the study included virtual meetings with the project management team (PMT), a corridor tour with the PMT, an initial stakeholder committee virtual meeting and stakeholder interviews. The Project Management Team includes staff representatives from the Cities of East Point, College Park and Hapeville, Aerotropolis Atlanta Alliance, Finding the Flint, and the Atlanta Regional Commission. The Stakeholder Committee includes representatives from neighborhoods, local businesses, economic development organizations, and

### PROJECT MANAGEMENT TEAM MEETING 05-26-2021

During the meeting, planning team provided a brief overview of the schedule and timing of outreach and deliverables. The group then discussed what a successful corridor study process would include, what the group's vision for the future of the corridor included, specific issues and opportunities along the corridor today, data needs and relevant studies to consider, and identify potential stakeholders for the planning team to consider for the stakeholder committee or stakeholder interviews.



### CORRIDOR TOUR 06-17-2021

A tour of the corridor was conducted by the PMT and the planning team to gain a firsthand perspective of the current character of the area, identify potential challenges or opportunities, visit recent or potential development sites and possible locations for future greenspace. Due to the site visit, the team was better positioned to assess potential needs and opportunities in the study area.

### PROJECT MANAGEMENT TEAM MEETING 06-30-2021

During the second meeting of the PMT, the group discussed the Corridor Tour, reviewed initial analysis related to existing conditions, as well as demographic and market data. The meeting also involved a follow-up discussion on Stakeholder Committee members, upcoming meeting dates, and draft meeting agendas. The meeting concluded with discussion about the online community survey's format, questions, and timing.

### CORRIDOR TOUR 08-25-2021

During the third meeting of the PMT the group discussed takeaways and impressions from the first Stakeholder Committee meeting, reviewed interim online survey and interactive map results, upcoming stakeholder and community outreach events. The meeting also included an overview of the draft Existing Conditions and Corridor Economic Assessment Report. The meeting concluded with the group examining the summary map of opportunities and constraints and the draft corridor character areas map.

### STAKEHOLDER COMMITTEE MEETING 08-05-2021

During the first meeting of the Stakeholder Committee, the planning team provided an overview of the project including the purpose of the study area, purpose of the stakeholder committee, a review of existing conditions of the area, demographic and market data, as well as any relevant trends or themes identified during the initial analysis. The meeting also included an opportunity for the Committee to provide their thoughts on the corridor today, opportunities and challenges along the corridor today and potential vision for the corridor in the future.

The Stakeholder Committee provided the following responses when asked to provide a word or short phrase to describe the corridor today and a word or short phrase to describe the ideal corridor in the future:



## PUBLIC SURVEY AND INTERACTIVE MAP

An online community survey was created using Survey Monkey and Wikimap to gather community input on current issues and opportunities, ideas for public or private investment, as well as thoughts on the corridor today or ideal corridor. Additionally, the survey asked respondents to provide a additional history or a unique story about the corridor. Of the 157 participants 82% desired change and 18% wished for the area to maintain as is. Survey respondents were provided a brief overview of the study and asked the following questions:

- How do you interact with Willingham Drive corridor?
  - I live on or near Willingham Drive
  - I work on or near Willingham Drive
  - I do not live or work near Willingham Drive, but I drive the corridor often
  - I regularly attend activities or run errands along the corridor
  - I do not live, work, or use Willingham Drive often
- Please provide a word or brief phrase to describe Willingham Drive today
- Please provide a word or brief phrase to describe what you would like to see for Willingham Drive in the future
- What are some opportunities or challenges that may help or hinder that vision of Willingham from happening?

In addition to the survey questions, an interactive map was created that allowed participants to pin specific locations along the corridor and denote areas that they liked, areas that they thought need improvement and areas that might present an opportunity. Participants could leave comments on their pins or comment on pins left by others, indicating whether they agree or disagree.

*\*Note: At the time of this drafts creation, Public Survey was still open for input, and results received from a recent community intercept were being analyzed.*

Responses to the questions regarding a word or short phrase to describe the corridor today or to describe the ideal corridor in the future included the following:





# WILLINGHAM

CORRIDOR STUDY  
Stakeholder  
and Community  
Engagement Report

# TABLE OF CONTENTS

- 00| **INTRODUCTION** .....3
- 01| **ENGAGEMENT STRATEGIES AND TECHNIQUES** 5
- 02| **CONCLUSION** ..... 29

# INTRODUCTION

**Introduction**

The Community Engagement Strategy (CES) Final Report will outline how stakeholders and community members were involved in the Willingham Drive Corridor Improvement Study process. The CES was intended to be a “living document” that guided engagement activities through the life of the study and was refined as engagement opportunities and challenges presented themselves. It outlined strategies and a variety of methods of community engagement techniques to reach a large and diverse public that ensured input was gathered and information was disseminated.

The CES consisted of the following strategic pillars: Educate, Engage, and Inform.

Educating stakeholders and community members about the project was an important part of the process. Education and outreach activities gave the Project Team direct interaction with the community and provided an opportunity to garner support for the project.

Engaging stakeholders was an essential component of the outreach process, as it helped translate stakeholders’ needs into project goals. Discovering the point of consensus to shared motivation helped stakeholder groups arrive at decisions that resulted in meaningful outcomes. The Project Team’s strong relationships in the respective cities were an asset and were useful throughout the engagement process.

Maintaining on-going communication with stakeholders minimized the potential for misunderstandings and dissemination of inaccurate information about the project. The Project Team ensured stakeholders and citizens were informed throughout the process, provided outcomes, and allowed them to see where their participation impacted the plan.

**COVID-19 Principles**

COVID-19 changed our industry, particularly as it related to traditional public workshops and stakeholder meetings, where input and decision-making has typically taken place face-to-face. Fortunately, technology has made significant advances to allow for meaningful interaction in a virtual environment. The Project Team took full advantage of these technologies (e.g., Zoom) to educate and gather feedback. This platform provided a variety of innovative tools to virtually interact, engage, and solicit public opinion.

**01**  **ENGAGEMENT STRATEGIES AND TECHNIQUES**

# ENGAGEMENT STRATEGIES AND TECHNIQUES

The techniques outlined in this plan were crafted to offer opportunities for agencies, stakeholders, and the community to be involved and engaged despite the necessity for social distancing. Coordination efforts included stakeholder interviews, information sharing tools, online engagement, and virtual meetings. The implementation process was extremely important, as it brought the Community Engagement Strategy to life and transformed the tactics into action. The "optional" engagement tools listed below, are equipped with a variety of tactics that aligned with the strategic pillars set forth in the Community Engagement Strategy, and activation of designated initiatives was based on project goals and objectives. The following engagement tools and techniques were used throughout the project. More details on each method of engagement are provided below.

### Flyers/QR Codes

#### Event Flyers/QR Codes



Figure 1A



Figure 1B

# ENGAGEMENT STRATEGIES AND TECHNIQUES

### Literature Drops

Project related literature was distributed to local businesses within the study area (as shown in Figure 2A-2D).

#### Literature Drop locations:

- Star Coin Laundry
- Lee's Coin Laundry
- Brownie's Cleaners
- Courtesy Cleaners
- Eastpoint Fish and Wings
- Taco Pete
- Ardens Garden
- Romeo's Pizza and Bistro
- Subway
- The Breakfast Boys
- Spondivits
- Lickety Split Southern Kitchen & Bar
- La Shish Kabob
- American Deli
- Marathon
- Valero
- Tienda y Carniceria El ejido
- El Jefe Cigar Co.
- Airport Vapes
- Kings Cigar Lounge
- The Wellness Spot
- Gias Organic Herbs and Vitamins
- Olympus Gym
- Banister's Upholstery
- TDJ Auto Sales
- Hoots Auto Service
- Atlanta General Machine Works
- Hapeville Collision Center
- Allied Motor Parts
- Staybridge Suites Atlanta Airport
- Hilton Atlanta Airport
- Residence Inn by Marriott Atlanta Airport
- Sonesta Select Atlanta Airport
- Double Tree by Hilton Hotel Atlanta Airport

- Hampton Inn & Suites Atlanta Airport
- Woodward Academy
- Hapeville Charter School Business Office
- Main Street Package
- Treat Love
- LSG Sky Chefs
- Realms Enterprises INC
- Startship Corporate Offices
- Del Barrio Autoglass
- Dandie Scottie Kennel
- Tri City Animal Hospital



Figure 2A



Figure 2B



Figure 2C



Figure 2D

# ENGAGEMENT STRATEGIES AND TECHNIQUES

## Website

A project webpage (as shown in Figure 6) was established on the City of East Point’s website. This webpage housed project information and announcements of upcoming outreach and milestones. Additionally, project announcements and general information were disseminated to the Cities of College Park and Hapeville. An interactive map (as shown in Figure 7) was included on the site to gather input and opinions on the current status and future opportunities for the study.



Figure 6



Figure 7

# ENGAGEMENT STRATEGIES AND TECHNIQUES

## Social Media Marketing

Social Media expanded the reach by providing an ability to capture diverse audiences and influencers that helped to generate buzz about the project. The Project Team developed a social media content calendar and utilized designated social media platforms to share information. Video and images accompanied the captivating content to ensure it captured the audience’s attention. All social media activities were coordinated with each city and consistent with each city’s existing social media platforms and content strategy.



Figure 8A



Figure 8B



Figure 8C

## Meetings

Considering the project timeline, consistent meetings for coordination and project updates maximized the team’s opportunity for success. Project Team coordination meetings and project status reports provided an opportunity for the Project Team to discuss ongoing activities, as well as track progress and outcomes. Meetings also included coordinated stakeholder meetings as well as two public meetings. Elected officials and key stakeholders were briefed and interviewed during the process to gain a better understanding of the current issues and potential opportunities within the Willingham Corridor area. This input supported the development of draft recommendations and catalytic site concepts that were then shared with the PMT, Stakeholder Committee and the public.

## COMMUNITY OUTREACH - EVENTS

### Community Events

The Project Team participated in the City of East Point's Wind Down Wednesday Community event to gather input from the public.



Figure 3A



Figure 3B

City of East Point Wind Down Wednesday, August 25, 2021

### Community Intercept

- More renovations need to be made to the existing buildings
- Add kid friendly activities (fun zones, Dave & Busters)
- Expand Main St. (add more family-oriented infrastructures)
- Reflect ATL BeltLine - Trails, Bikes and Scooter, More Accessibility
- Revisit Aerotropolis Greenway Plan (East Point path 25 miles to connect with corridor)
- Increase security measures
- Private developers should buy the land, so all responsibility isn't on the city

## COMMUNITY OUTREACH - ONLINE SURVEY

### Online Survey

Powered by Survey Monkey, an online survey was developed early in the process to gather public input on corridor opportunities and challenges. To recap, 157 respondents provided input, thoughts, experiences, and ideas to help shape the vision of the Willingham Corridor. It was found that 53% of respondents lived on/near corridor, 7% worked on/near corridor, 19% drove the corridor often, 17% attend activities/run errands along corridor, and only 4% did not live, work, or use the corridor.

Eight questions asked were focused on respondents' perceptions and experiences within the study area. The questions asked included:

Question One:

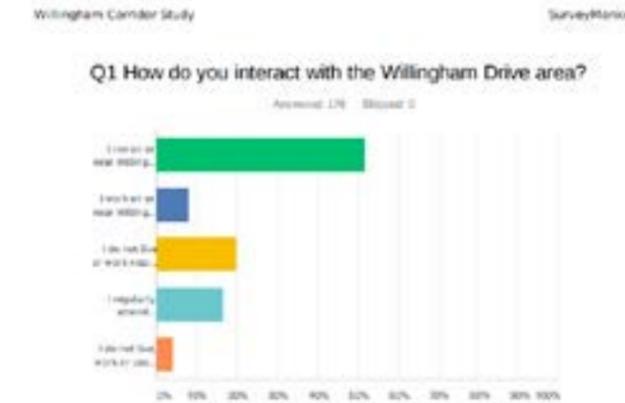


Figure 4A

Question Two: Please provide a word or brief phrase to describe the Willingham Drive area today.



## COMMUNITY OUTREACH - ONLINE SURVEY

Question Three:

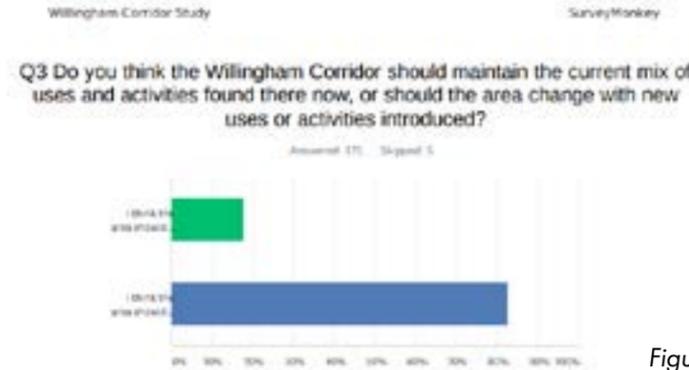


Figure 4B

Question Four: Please provide a word or phrase to describe what you would like to see for the Willingham Drive area in the future.



Question Five: What are some specific opportunities along the corridor that may help achieve that future vision for the Willingham Drive area? These might include specific sites, development, transportation, land use or perception related opportunities.

- Specialty stores that would be attractive to people going to the airport
- Bike lanes, maybe a jogging trail something like the belt line in the City of Atlanta
- Hotels, restaurants, movie theater, and supermarket
- A walking / cycling path with beautification to combat the very industrial and utilitarian current use would be ideal to connect City of Hapeville with City of College Park

Question Six: What are some specific challenges along the corridor that may hinder the implementation of that future vision for the Willingham Drive area? These might include specific sites, development, transportation, land use or perception related challenges.

- Removal of the recycling plant and car crushing facility
- Abandoned business
- Poor sidewalks if any, bad road conditions, no traffic calming devices, bad curb appeal, lack of restaurants and retail. Dilapidated buildings and no community attractions
- Getting the cities to clean up their area and spend money to improve their property

## COMMUNITY OUTREACH - ONLINE SURVEY

Question Seven: Do you have any unique stories, knowledge or history of the Willingham Corridor area that you would like to share?

### Unique Stories, Knowledge or History of the Willingham Corridor - Responses

"I am a native Atlanta resident (specifically from the City of Atlanta and South Fulton County). I remember seeing my grandmother heartbroken after she discovered that the Tri-Cities Plaza was torn down when she got off the Marta Bus in anticipation to visit one of the stores. The plaza was no more along Willingham Drive. She had no forewarning and was unaware of the planned demolition of the plaza. A piece of her died that day. I remember the old strip mall and yes, it was old and time to go, but I can't help to sympathize with my sweet old granny who loved some of the stores in the plaza."

"I use it to jump on the Highway when leaving work."

"I grew up going to Tri-Cities Plaza in the 1960s. We went to the dime store, bakery, and Western Auto. It was always a fun experience and I walked away with a plastic dinosaur or other toys from the dime store."

"People walk through my yard every day to get to a bus stop or to work because there are no sidewalks. We wake up in the middle of the night to loud wannabe race cars with modified exhaust."

"This has been our route to East Point for the last 32 years, making this area more appealing with more green space, bike/walking trails would connect our cities in a way that would invite more walking and biking. It's unsafe now to try and walk that corridor, no sidewalks and the roads are trashed."

"My grandmother grew up in Egan Park, around 1/10 mile from the headwaters."

"There used to be a diner off of Bachelor Street my grandfather used to take me."

"I got \$20 once for selling scrap metal across the street from it at that hideous industrial metal recycling plant."

"Area used to be a center for shopping until Woodward took over the property."

# COMMUNITY OUTREACH - ONLINE SURVEY

## Unique Stories, Knowledge or History of the Willingham Corridor - Responses

*"The flint river is an amazing effort to keep the land beautiful. Willingham corridor is not known for beauty or safety. Now is the time to change that."*

*"My family frequently bikes from East Point to Hapeville via Willingham. We might start attending a pre-k in Hapeville and then would ride this way twice daily."*

*"Seeing school age children conducting study of the Flint."*

*"Has to change. Was a lot better years ago."*

*"We live only one block from Willingham. Have been there 35 years. The history is that the city forgot the area many years ago and does not maintain the area."*

*"The portion of the corridor along Magnolia and Elm (Cherry) Street formed a segregated Black neighborhood known to locals as "Stinktown" and later "Junglefoot," according to researcher L. Shannon-Flagg. This impoverished community, like East Washington across the tracks, was adversely affected by legal segregation in East Point beginning in 1912. Even today, the homes on these streets are in disrepair and speak to a history of discrimination and suffering. However, the neighborhood of "Junglefoot" also gave rise to hope in the form of two prominent churches. I wrote a blog post on this topic at <https://findingtheflint.org/updates/2021/2/25/black-history-and-the-headwaters>. More information can be found in the works of L. Shannon-Flagg ([https://scholarworks.gsu.edu/cgi/viewcontent.cgi?article=1027&context=history\\_theses](https://scholarworks.gsu.edu/cgi/viewcontent.cgi?article=1027&context=history_theses)) and get a copy of Skip Mason's book on East Point (<https://www.arcadiapublishing.com/Products/9780738513836>). The opportunity here is to somehow remember this history, perhaps with signage. I'm not sure how to support and honor current residents of these dwellings, but that needs to be part of the picture as well."*

*"As a native to College Park, the Woodward Academy transportation hub adds value to the Willingham Corridor and the structures beyond the hub should also reciprocate."*

*"I've lived here all my life. I'm 58 and the street has always been depressing and an eyesore passing through from East Point to Hapeville."*

# COMMUNITY OUTREACH - ONLINE SURVEY

*Question Eight: Do you have any other comments you would like to leave regarding the Willingham Corridor area?*

- This would be a great opportunity to connect Tri-Cities and create a gathering space for the entire community
- This area could always use more nice restaurants, green space (nice park) or areas for bike, skate, walking, sidewalks
- Exciting stuff! Thank you for engaging with the community!
- It's vital to the connection to College Park. It is not visually an attractive road as is. Development would render this

## COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

**Project Management Team Meetings (PMT)** - The Project Management Team consisted of representatives from the Cities of College Park, East Point, and Hapeville, the Aerotropolis Alliance, Finding the Flint and the consultant team. Meetings occurred monthly, unless cancelled or rescheduled and consisted of project updates, discussions on issues and recommendations and check-ins prior to upcoming stakeholder or public meetings.

**PMT Meeting 1, May 26, 2021**- The planning team provided a brief overview of the schedule and timing of outreach and deliverables. The group then had a discussion on planning for success, future vision of the corridor and issues and opportunities along the corridor today.

Measures of Success:

- Residents in the Tri-Cities area felt integrated into the plan and are excited to see it come to fruition
- Shine a greater light on the Flint River and move that work forward
- Focus on a deeper connection to business community and landowners along the corridor
- The City of East Point recently adopted a new Mixed-Use Industrial Zoning District and the City would like to see that used in the study area
- The vacant Delta Air Lines office building and Flint River south of I-85 present an opportunity in that area of the corridor

**Corridor Tour, June 17, 2021**- The Willingham Corridor Tour included a walking tour with several Project Team members who visited areas of interest and landmarks along the corridor.

Key Takeaways, Top 5 Comments:

Looking for every opportunity to uncover the Flint River and incorporate it into an amenity for as many uses as possible. We observed students taking water samples from the river, but it appeared that their access point was as safe as it could have been. It looked like the tail end of the school van was sticking out into the street. Perhaps having a few parking spacing in a nearby vicinity with a wide multi-modal pedestrian access way/trail for outdoor classroom opportunities may be something to look into.

The location of utilities may be an impediment for some of the initiatives planned, especially any desire for walkability or alternative transport necessary for the next point.

Our team was seeking shade everywhere we went. The trees along this corridor are so important

Families of Woodward Academy alumni are buying second-homes or relocating to the neighborhood so they're closer to the school.

## COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

Recognition and inclusion of historically black neighborhoods into LCI plan

There are several historic black neighborhoods previously inhabiting this area that are nearly extinct. In the future development, consideration needs to be taken to address the histories of these neighbors into future plans and ensure these communities are not regentrified as new development comes in.

Provide greater opportunities for social interaction along Willingham, such as sidewalks along the entire corridor.



Willingham Corridor Tour



## COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

**PMT Meeting 2, June 30, 2021**- The meeting included a brief presentation and discussion of the following topics: Corridor Tour Recap, Market Analysis, Early mapping and analysis, Stakeholder Committee (members, meeting dates, and draft agenda) and the online community survey (format, outline/questions, and timing).

**PMT Meeting 3, August 25, 2021**- The meeting included a discussion of the following topics: recap of the stakeholder committee meeting; online survey and interactive map; upcoming outreach; draft existing conditions and corridor economic assessment; and opportunities, constraints, and corridor character.

Key Takeaways:

- A new path is coming near Irene Kidd Parkway and connecting to existing trail near Norman Berry Drive
- The parcels east of Interstate 85, between Central Avenue and Willingham Drive will become a mix of residential and commercial uses
- The study boundary may need to be adjusted to be more logical and include relevant sites/areas

**PMT Meeting 4, September 29, 2021**- The Project Team provided an update on the online survey, interactive map, and timing of outreach and deliverables. The group then had a discussion on results from previous stakeholder meetings about opportunities and challenges facing the corridor today. The Project Team then gave a presentation on existing conditions and character areas.

Key Takeaways/Opportunities and Constraints:

Development

- Vacant Buildings
- Vacant Sites
- Surface Parking Lots

Greenspace

- Headwaters Park
- Potential future greenspace
- Additional development sites

Neighborhood Node (Focus Area 4)

- Located at the Intersection of:
  - Willingham Drive and Bobby Brown Parkway
  - Headwaters Trail and Norman Berry Trail
- Transition from west to east –height and use

## COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

- Residential and limited retail (west)
- Single-family detached, Townhomes, Multifamily
- Hotel and commercial (east)
- Trail and greenspace as key feature
- Stormwater and amenity –Celebrate the Flint!
- New roadway connection
- Density allows for greenspace

International Node (Focus Area 6)

- Centered on International Blvd, Lang Ave, Elkins St, and Virginia Ave
- Create walkable mixed-use district
- Transition from west to east –height and use
- Hotel, office and commercial (west)
- Residential (east)
  - Multifamily and townhomes
- District parking deck -office and residential
- New road connection(s) from Willingham
  - Relieve cut through traffic
- Improved/expanded Flint River greenspace
- Celebrate the Flint! –Parks, planting and pavement
- Parking deck and density allows for greenspace

Implementation

- Greenspace and Trails
  - Headwaters Nature Preserve
  - Headwaters Nature Center/Park expansion
  - Headwaters Trail
  - Headwaters Trail Corridor
- Transportation
  - Interchange Access Study
  - Updated/Safe Rail Crossings
  - Willingham Drive/Central Avenue routing
  - Sylvan Road Connector Feasibility

- Land Use and Development
  - Zoning Changes/Revisions
- Economic Development
  - Establish Headwaters Creative Hub (organization)
  - Expand or Create a Tax Allocation District (TAD)
  - Conduct Brownfield Assessment of Catalytic Sites
- Placemaking and Programming
  - Public Art/MARTA Bridge and Wall Mural
  - Streets Alive Willingham Drive

# COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

**Stakeholder Meetings** – Three Stakeholder Committee meetings were held throughout the process. The Stakeholder Committee included representatives from the corridor and surrounding neighborhoods and acted as a sounding board reviewing and responding to issues, ideas, or concepts prior to them being taken to the public.

Stakeholders included in public outreach:

- Arden’s Garden
- ATL Airport CIDs
- ATL Airport District
- Clearly College Park (BIDA)
- Delta Airlines
- Eagan Park Neighborhood
- East Point Business and Development Authority
- East Point Water and Sewer
- East Washington Neighborhood
- Electric Cities of Georgia
- GDOT
- Hapeville Arts Alliance
- Hapeville Development Authority
- Historic College Park Neighborhood
- MARTA
- MARTA
- MEAG Power
- River Park Neighborhood
- SA Recycling
- Virginia Park Neighborhood
- Woodward Academy

# COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

**Stakeholder Meeting 1 - August 5, 2021** - The first Willingham Corridor Study Stakeholder Committee Meeting included an overview of the study; the corridor today; previous plans and studies; key maps, statistics, and themes; opportunities and challenges; the corridor in the future; and a survey and interactive map. Presenters included members of the Project Team from Kimley-Horn, Perez Planning, and HR&A. The presentation also included interactive activities.

General Comments:

- A large concern is the parking lot on Bachelor Street now being considered for a GA Power substation to power the airport. This would completely change the face and character of that intersection
- The Owens Illinois property is currently an opportunity but there is confusion about the site’s future, even by the property owners
- Heavy emphasis on beautification and art installations throughout the corridor
- One word describing the Willingham Corridor today      - One word describing the Willingham Corridor in the future
 

|                             |  |
|-----------------------------|--|
| - Junky                     | - Vibrant                              |
| - Industrial                | - Connection                           |
| - Hodge Podge               | - Post-Industrial                      |
| - Industrial Area/scattered | - Innovative                           |
| - Mixture                   | - Walkable                             |
| - Connecting                | - Natural Community                    |
| - Unsafe                    | - Balanced Land Use                    |
| - Ready for Change          | - Inclusive                            |
| - Central                   | - Tremendous redevelopment opportunity |
| - Congested                 | - Entertaining                         |
|                             | - Transition                           |
|                             | - Community                            |

Additional Feedback:

- Promoting walkability and corridor enhancement through increasing sidewalk connectivity
- Wayfinding, art, or some other distinguishing district features could be a huge opportunity
- Echoing the sentiment of highlighting and calling out distinguishing features of the corridor for people who might be passing through via the interstate
- Interstate facing billboards could help with some interstate visibility and marketing
- The vacant Delta Tower could potentially be a pocket park

# COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

**Stakeholder Meeting 2- September 30, 2021** - The second Willingham Corridor Study Stakeholder Meeting included an overview of the study area and purpose, existing conditions, demographics, market analysis, opportunities and strengths, and a more detailed discussion about each individual subarea.

General Comments:

- City of Eastpoint was awarded EPA funding for site mediation in Sylvan Area
- love seeing trees and bioswales to break up the concrete
- Existing GA Power Substation will be decommissioned once new Substation is created

Additional Feedback:

- Subarea 1 - With sports activity in area there will be good retail opportunities for restaurants
- Subarea 2 - Need to ensure whatever businesses or development you bring into this area to plan for potential traffic congestion
- Subarea 4- Concern about PowerStation taking away development potential from other businesses
- Looking to start something within the next 5 years
- Subarea 6- People are fine with denser development. There is a desire for a transition in housing types (i.e., denser townhomes)
- Greenspace & Trails- GA Power is willing to help with whatever direction the community chooses to go

# COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

**Stakeholder Meeting 3- November 4, 2021** - The third Willingham Corridor Study Stakeholder Meeting included an overview of the catalytic "Focus Areas" and "Challenge Areas." These areas included the Headwaters Gateway South & North which centered around Nature Preserve and Headwaters Hub, Neighborhood Node located at the Intersection South of Willingham Drive and Bobby Brown Parkway, and International Node, centered on International Blvd, Lang Ave, Elkins St, and Virginia Ave.

Each area's potential programming was discussed in further detail, primarily outlining an implementation scheme based on greenspace and trails, economic development, transportation, placemaking and programming, and land use and development. Draft greenspace recommendations and transportation projects were discussed towards the end of the meeting.

General Comments:

Stakeholders were generally supportive of the Neighborhood Node concept and liked the idea of highlighting the Flint River with additional greenspace and trails.

Stakeholders were excited about the additional greenspace and development concept within the International Node. One stakeholder asked who has authority over the Flint River in this area. It was the understanding of the group that the Army Corps of Engineers and Georgia EPD have approval and permitting authority in this area.

Stakeholders commented that transportation improvements in the area would be critical to unlocking the potential of the area. Members were intrigued by the railroad crossing roundabout example that was shared and thought it was the type of suggestion that could get people interested and excited about finding a solution.

Committee members gave their thoughts on implementation priorities. Most agreed that completing the Headwaters Nature Preserve should be the top priority. Other implementation items they felt should be focused on first included the MARTA bridge and retaining wall mural, the first phase of the Headwaters Trail connecting to the preserve, establishing the Headwaters Creative Hub and organizing an event or festival similar to Streets Alive Atlanta.

## COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

**Community Meetings** – In addition to the online survey, two public community meetings were held to gather input on the study area, potential concepts, and implementation items. Below outlines a brief summary and key takeaways from each meeting. These meetings were virtual, due to local conditions related to COVID-19, as well as specific needs of the study and communities involved.

**Virtual Community Meeting 1- October 13, 2021-** The first Willingham Corridor Study Stakeholder Community Meeting began with an introduction to the project by the Project Team. This included a brief overview of the study area and background, existing conditions, market analysis, and focus areas. Participants were then directed to one of three breakout rooms, where they were given a chance to discuss and provide input on the four focus areas (Figures 9A-9D). This discussion included topics like land use, transportation, and greenspace and trails. An interactive activity was also included where participants could choose character images they liked or disliked for each focus area. Meeting facilitators would then place a green or red dot based on those comments.



Figure 9A



Figure 9B

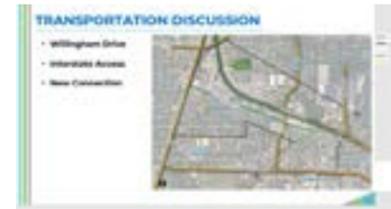


Figure 9C



Figure 9D

### General Discussion Topics:

- Transmission Lines and Utilities in the Area
- Crime in the Area
- Case Studies
- Household Income (North and South of Willingham)
- Concentrated Areas within the Study Area
- Transportation
- Greenspace and Trails

## COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

Character Area 1- Character Area 1 is located south of Willingham Drive and just east of Main Street. The area currently includes a soccer field, hair salon, single-family neighborhoods to the south, and the Flint River where it forks into a single stream. Participants shared the following thoughts and recommendations related to land use, development, character, urban design, and connectivity for Character Area 1:

- Going in a good direction with the new and needed greenspace
- Improve some of the business fronts along east Main Street
- Interested in new multi-use trail and how it will connect (or will not connect) to Willingham Corridor
- Concern with need for connectivity to downtown East Point
- Need broader view of how all assets will connect in the Tri-Cities
- Additional greenspace near residential homes
- Small-scale retail is inviting with open/outdoor space and has a contemporary style. Matches the character of the corridor
- Townhomes and small-scale retail near the new park would work
- Lack of desire for strip shopping retail

Character Area 2- Character Area 2 is located north of Willingham Drive and adjacent to the railroad to the east and west. The area currently includes Southeast Transport and Fleet Services Mechanic, IMC Concrete, Atlanta General Machine Works, TDJ Auto Sales, Franks Auto Repair, U-Haul, and Otter Self Storage. Participants shared the following thoughts and recommendations related to land use, development, character, urban design, and connectivity for Character Area 2:

- Prime area for connecting to downtown East Point and East Point MARTA Station
- Challenged due to smaller parcels, railroad splits, and industrial clean-up
- Use of railroad splits as rails to trails for a multi-use path
- Opportunity for reusing/modifying industrial spaces as entrepreneur offices/workspaces and maker spaces
- Opportunity for reuse as gathering place for entrepreneurs and community
- Flex uses would be easier to implement due to less industrial clean-up needs than for residential and restaurant space
- Brewery/restaurant that is outdoor and industrial looking would be inviting and match the character
- Small-scale restaurant, office, and flex-office that are open and inviting
- Desire for look and feel of Ponce City Market and is a mixed-use pathway that is not car centered
- Desire for pedestrian-oriented/walkable spaces
- Special consideration for abutting residential areas near Elm Street and Magnolia Street
- No more industrial and warehouse development

# COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

Character Area 4- Character Area 4 is located south of Central Avenue and is bisected by Willingham Drive in the northern portion of the Character Area. The area currently includes many hotels (Double Tree, Staybridge Suites, Hyatt Place Atlanta, Marriott), Light of the World Church, and Avis. Participants shared the following thoughts and recommendations related to land use, development, character, urban design, and connectivity for Character Area 4:

- No substation in the area
- Interest in adding tiny homes
- Desire for sidewalk that runs parallel to the Flint River corridor and would help make the area more explorable
- No more hotels in the area
- Addition of office buildings with good visibility and access
- Need a diverse mix of uses throughout the corridor to increase the number of people coming and going throughout the whole day
- Desire for walkable area
- Desire for retail center

Character Area 6- Character Area 6 is located east of I-85 and south of Central Avenue and is bisected by Willingham drive to the north. The area currently includes hotels (Sonesta, Residence Inn, Hilton), Delta Community Credit Union, American Deli, and single-family residential in the northwest portion of the Character Area. Participants shared the following thoughts and recommendations related to land use, development, character, urban design, and connectivity for Character Area 6:

- Reconfigure or add to bridge as a pedestrian bridge
- Need to include combination of townhomes and mixed-use development
- Need to improve walkability of the area
- Opportunity for housing stock that is available to workers working in closing proximity to the area, including Delta Headquarters workers
- Remove old Delta Headquarters building
- Office and multifamily have a nice feel
- Desire for a combination of uses, including retail center and office/commercial
- Proximity to interstate would allow for a development like Atlantic Station

Transportation- The transportation discussion focused on Willingham Drive, Interstate access, and new connections. Participants shared the following thoughts and recommendations related to transportation:

- Need additional right-of-way to create a multi-use trail
- Desire for alignments that diverge greater from the road for bicyclists
- Interest in sidewalks and bike lanes on both sides and a Flint River swale

# COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

- Like educational mural
- Highlighting the geological dividing line along the railroad tracks

Additional Feedback:

- Suggestions on starting on one side of the street with the sidewalks
- Consider the new developments along eastern Virginia Avenue, near the Dunkin Donuts

**Virtual Community Meeting 2- November 17, 2021**- The second Willingham Corridor Study Stakeholder Community Meeting began with a summary of the project and recap of the planning process to date. This included a brief overview of the study area, 3 focus areas (Headwaters District, Neighborhood Node, International Node), and Challenge Area. Each focus area presentation was concluded with an interactive survey from which to receive feedback from public attendees. After the focus area discussions, Greenspace/trail, transportation recommendations, and implementation and action items were discussed.

General Discussion Topics:

- Headwaters District
- Neighborhood Node
- International Node
- Transportation
- Implementation and Action Items

Community Feedback:

Headwaters District

- General
  - It would be amazing to bike or walk safely from Arden’s Garden to Arches
  - Like the multi-use and art vibe. East Point needs more public art! Walkability is a great direction. Don’t be afraid to go even bigger. What are some other ways to connect to the area without traveling down Main Street?
  - Food trucks/cafes/restaurants- hoping for an increase in somewhat healthy food and more on trend food concepts
  - The Headwaters provided this site with a major “catalytic energy”. Love to see it.
  - I love the goal of ped/bike/wheelchair access.
  - It would be amazing to bike or walk (safely) from Arden’s Garden to Arches.
  - I’m mostly excited about the development of creative, artisan, food endeavors & building of the community

# COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

- Like the multi-use and art vibe. East Point needs more public art! Walkability is a great direction. Don't be afraid to go
- Support
  - Headwaters provides this site with a major catalytic energy - love to see it
  - I love the goal of ped/bike/wheelchair access
- Neighborhood Node
  - General
    - Would like to see more single family or even starter homes
    - Would like to see some of the residential/ lifestyle development ideas utilized in both Peachtree City at Trilith and at Serenbe
    - Higher density is probably good; enables viable transit, puts more eyes on the trail and makes it safer
    - The property owner of some of the area at Norman Berry/ Willingham is in a legal fight for their land with Georgia Power and their proposed new substation
    - I think the connection to the East Point MARTA station and the other trails you mentioned is what can make the concept go from good to great. That's because, as you mentioned, you can then get to/from Willingham to all over the region.
    - Would like to see more single family or event starter homes
    - I think higher density is probably good; it enables viable transit, puts more eyes on the trail and makes it safer
  - Concern
    - Has there been any environmental studies done on the Flint River to ensure no negative impacts on the waterway from development and is it safe for people to be around i.e., not polluted/potential health hazard?
    - Answer: Stream sampling with the Flint Riverkeeper and students from CSU occurred recently. The Headwaters are a typical Urban Stream. A possible sewage leak is being investigated with College Park and East Point utilities. The good news is there are fish, crawfish, turtles (signs of life).
- International Node
  - General
    - Please Consider implementing living walls within the development (in and around shops, galleries, cafes, outdoor seating areas)
    - Roundabouts are effective...once folks learn how to use it properly
    - It's important to conduct programming to encourage buy-in. community must understand how this all benefits us
    - Back to the food trucks/ cafes/ restaurants I'm hoping for an increase in somewhat healthy food & more on trend food concepts
  - Love exposing the river/ beautifying the riverbank, planting of trees, etc Please consider implementing living walls within the development (in & around shops, galleries, cafes, outdoor seating areas)
  - It's important to conduct programming to encourage buy-in. community has to understand how this all benefits us.

# COMMUNITY OUTREACH - STAKEHOLDER AND PUBLIC MEETINGS

- Support
  - Loved pavement treatments and modern condos. The brownstones are nice as well
- Concern
  - Affordable single-family is always a concern. I'm more Concerned about the diversity of the area demographically across the board.
  - While all 3 nodes are positive, they don't seem to provide a cohesive corridor.
- Headwater Trail Concept
  - General
    - Please Consider implementing living walls within the development (in and around shops, galleries, cafes, outdoor seating areas)
  - Support
    - Like the Greenspace idea and Riverwalk concept.
    - Roof plantings. Love it!
    - Like the idea of the diverse treatment of the activity trails.
    - Love exposing the river/beautifying the riverbank, planting of trees, etc.
- Transportation
  - General
    - Roundabouts are effective once folks learn how to use them properly
    - Is there something other than Norman Berry that can be used for enhanced connectivity?
    - Bike lanes and connector routes for bicycles would be a huge help. Biking on Main Street is highly precarious
  - Support
    - Agree on Roundabouts and love the idea of MARTA Public art bus stops
  - Concern
    - The learning curve, particularly for visitors, will be difficult for roundabouts
    - Walk Willingham quite cautiously due to state of roadway
- Implementation and Action Items
  - General
    - It's important to conduct programming to encourage buy-in. Community must understand how this will benefit us
    - Is Woodward being brought into the planning process?
    - Answer: Yes, Woodward Academy has participated as part of the Stakeholder Committee.
  - Concern
    - Will anyone be displaced?
    - What can we do to address affordability?
    - The concepts look nice and will make the area very attractive, but that may drive up prices. This could potentially drive out current residents. A major concern since the corridor passes through one of the formerly segregated neighborhoods of East Point (along Elm St. and Magnolia St.).

# 02 || CONCLUSION

# CONCLUSION



In summary, the Project Team’s strategic approach to the development and implementation of the Willingham Drive Corridor Study Project helped facilitate in-depth communication with stakeholders, the public, and community leaders in the study area. Public participation helped the team analyze and identify themes throughout the process.

**Comments or Themes Heard Throughout the Process:**

- A majority of meeting or survey participant think the area should change with new uses or activities introduced
- Descriptions of the area today:
  - Industrial
  - Underdeveloped
  - Run down
  - Unattractive and uninviting
  - Unkempt, poorly maintained buildings and roads
  - Potential!
- Comments on the future of the Willingham Corridor area:
  - Mixed use developments (commercial and residential)
  - Greener
  - Walkability and connection
  - Bikeable
  - Cleaned up
  - Revitalized
  - More greenspace and bike lanes
  - Community members are open to a change (mixed used developments)
  - Traffic calming is important to consider
  - The community would like to see more sidewalks on Willingham Drive
  - There is a desire for more trails and better trail connectivity in the area
  - Preserving affordability is a concern, but there is a desire for higher quality and diverse housing types.
  - The community would like to see more healthy food options and places for children to play.

The level of engagement and public involvement assisted in welcoming community members into this process. Sharing the project with the City of East Point, College Park, and Hapeville through informational virtual events and visual project boards was a meaningful way to engage and gain insight.





# WILLINGHAM

## CORRIDOR STUDY RECOMMENDATIONS REPORT

# TABLE OF CONTENTS

- 00| **OVERVIEW** .....3
- 01| **FOCUS AREAS/CATALYTIC SITES** .....5
- 02| **HEADWATERS DISTRICT** .....9
- 03| **NEIGHBORHOOD NODE** .....17
- 04| **INTERNATIONAL NODE** ..... 23
- 05| **CHALLENGE AREA** ..... 29
- 06| **ADDITIONAL AREAS** ..... 33
- 07| **TRAILS AND GREENSPACE** ..... 37
- 08| **TRANSPORTATION** ..... 47
- 09| **IMPLEMENTATION PLAN** ..... 53

# OVERVIEW

## **Overall Vision**

The re-imagined Willingham Corridor is envisioned to become a unique and exciting center of employment, civic space, entrepreneurship, and creativity. The rediscovered Flint River, the planned Headwaters Nature Preserve and a proposed Headwaters Trail will serve as a new community focal points that new development will be organized around. The Flint River and Headwaters Trail will act as a spine connecting catalytic investments and development opportunities. New greenspace will be introduced to provide additional parks, enhanced stormwater amenities, and new opportunities to experience the Flint River. Development and redevelopment will add new uses and new opportunities for growing small businesses and the creative industries. By utilizing and enhancing the existing character of the corridor, the area will become a new central gathering space for residents, employees, artists, and entrepreneurs that further connects the Cities of College Park, East Point, and Hapeville.

# 01 || FOCUS AREAS

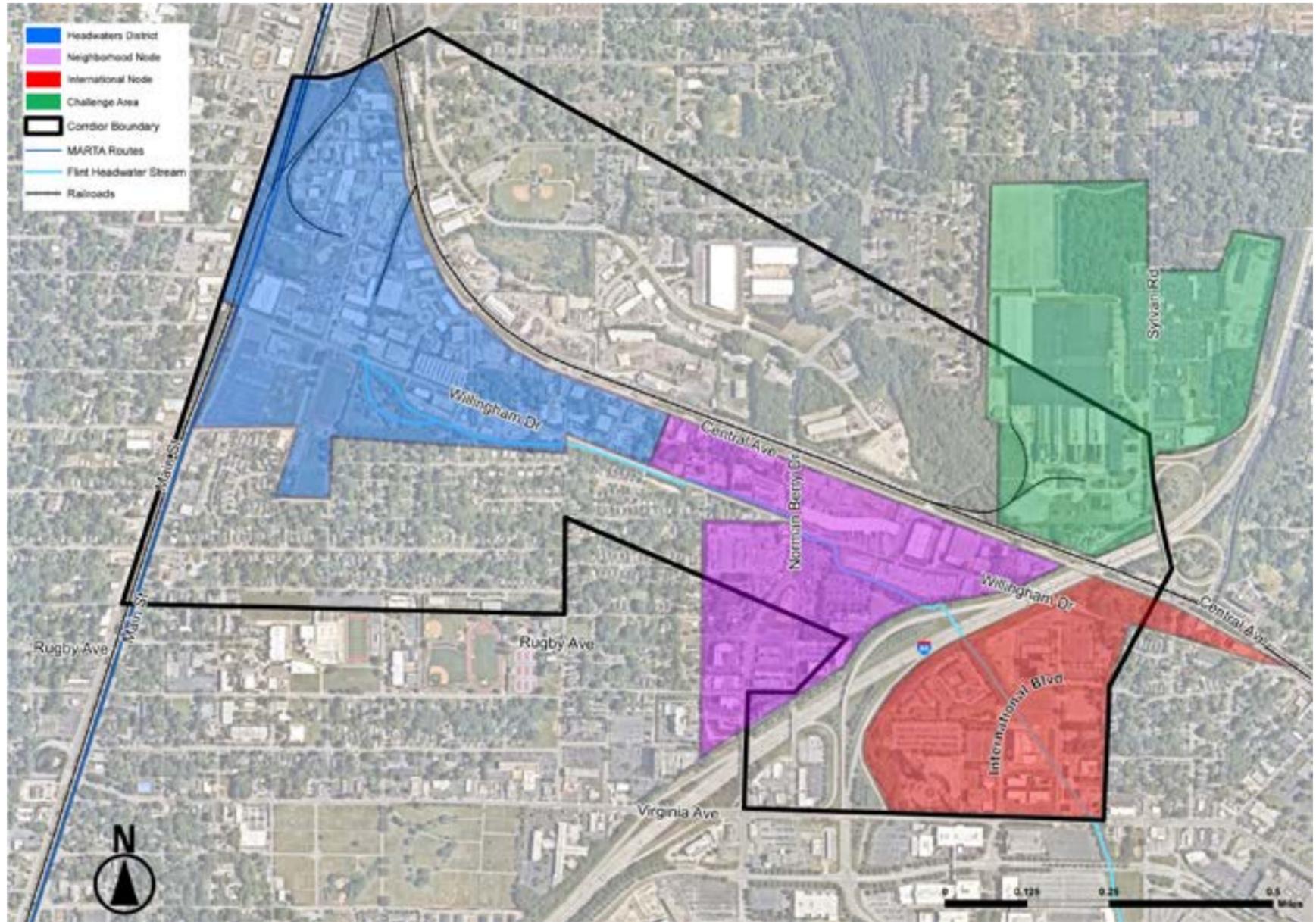


Figure 1. Focus Areas Map

### FOCUS AREAS/CATALYTIC SITES

Three focus areas have been identified within the study area as having the best opportunity for shorter-term implementation based on current development activity, planned public investments and potential to spur additional investment as well as a challenge area where additional study, time, and focus may be necessary. These three focus areas, shown in Figure 1 include the Headwaters District, the Neighborhood Node and the International Node. Within each focus area, specific catalytic sites or projects have been identified that can help jump start the area’s transformation. The black line shown in Figure 1 was the original study area, while the shaded areas represent an a revised study area that was expanded during the study to include nearby opportunities and challenges.”. The proposed Headwaters Trail, shown in the graphic below, connects these three focus areas and catalytic projects. Each area and its recommendations are detailed in the following sections.



Proposed Headwaters Trail

# 02 || HEADWATERS DISTRICT

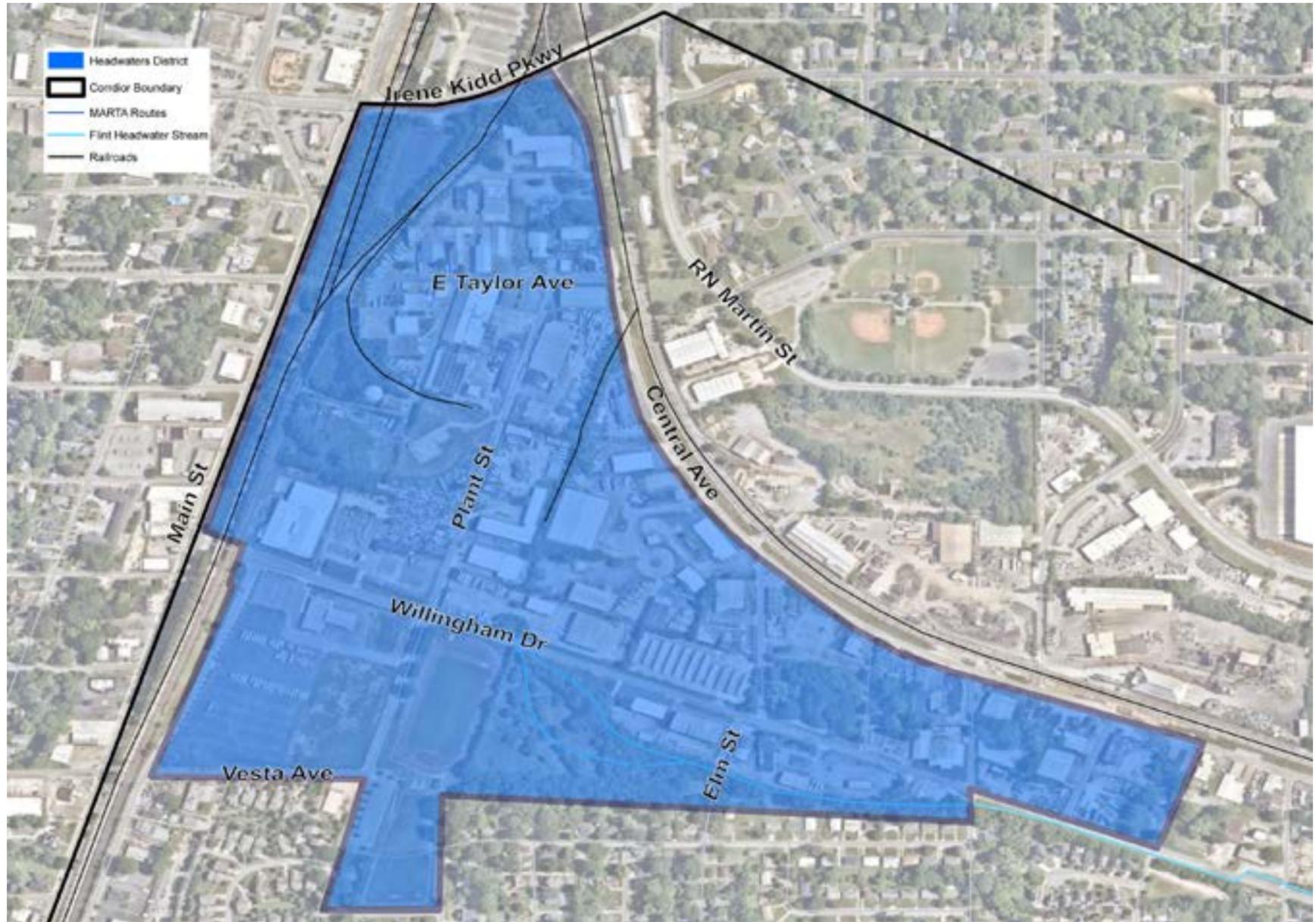


Figure 2. Headwaters District Map

### AREA SUMMARY

The “Headwaters District” is in the northwestern portion of the study area, adjacent to the MARTA rail with Willingham Drive running directly through it. This district is located at the future nexus of several proposed multiuse paths, serves as a gateway to and from Main Street, and provides the first opportunity to see and interact with the Flint River. Additionally, existing MARTA bus service and proximity to MARTA rail stations gives this area greater connection to the Tri-Cities area, the larger airport area and the region. This area is currently comprised of small parcels with light and heavy industrial uses located between growing residential and commercial areas. There are a few aspects of the district that make it viable for catalytic activity such as the Headwaters Nature Preserve and existing, underutilized industrial buildings full of character. A major challenge is the broader community and development market’s lack of awareness of the Willingham Drive area, as well as relatively light traffic on Willingham Drive itself.

### CASE STUDIES

Avondale Estates and Lee+White are both former industrial areas that have undergone massive transformations while maintaining some light industrial uses. These destinations have capitalized on their industrial character to attract consumer-oriented businesses that require inexpensive warehouse space but that create more of a retail destination than an industrial district.

**Avondale Estates**

- The Decatur-Avondale industrial area has transformed into an amenity-rich hub of breweries, antiques and home furnishings, and restaurants.
- A Tax Allocated District was developed in 2007 to help with area improvements.
- The area has seen multiple new residential projects including townhomes.

**Lee + White**

- The proximity to the BeltLine generated new interest in this formerly neglected warehouse district.
- The property was fully assembled and able to launch a node of activity by clustering multiple retail uses.
- The 23-acre Phase 2 redevelopment is being master planned to include office, retail, a food hall, and multifamily.

# HEADWATERS DISTRICT

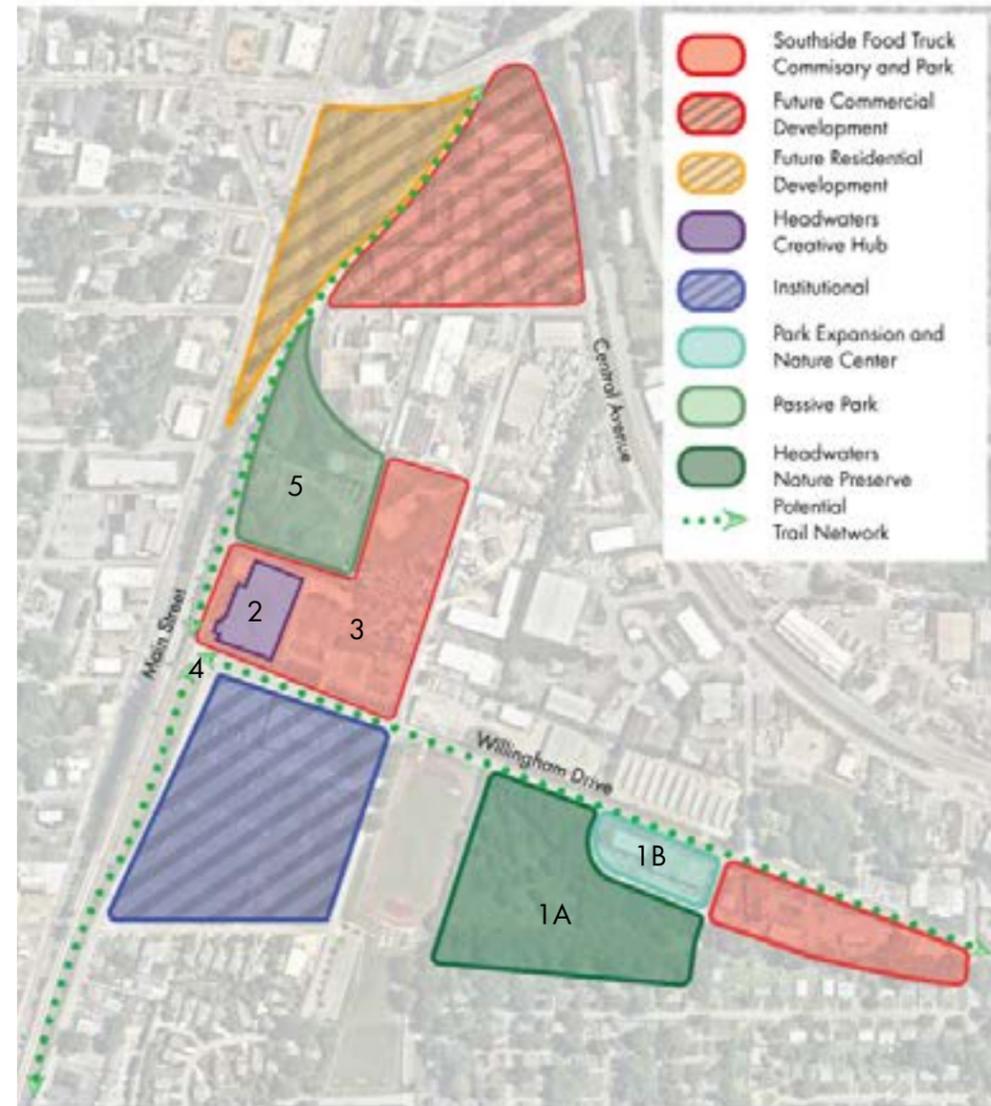


Figure 3. Headwaters District Recommendations (for illustrative purposes only)

# PROPOSALS AND RECOMMENDATIONS

## Headwaters Nature Preserve and Nature Center

The Headwaters Nature Preserve (See area 1A in Figure 3) is in the planning and design stage and is anticipated to open within the next several years. This project will be the first catalytic investment in the area and will aid in shifting opinions and possibilities for the area. Expanding the Headwaters Nature Preserve across the Flint River to include the area to the northeast (See area 1B in Figure 3), would allow for more uses and facilities that cannot be accommodated in the initial phase of the park. This site would provide a “front door” or “storefront” to the Flint River, expanded greenspace, additional pervious parking, and park access. A Flint River Nature Center would provide community space where visitors can learn about the Flint River, urban ecology, and urban waterways.

## Headwaters Hub

The Headwaters Hub (See area 2 in Figure 3) concept repurposes a former industrial building while maintaining its character to create flexible space for creative industries, entrepreneurs, and the community. This new center for activity is located near the Headwaters Nature Preserve, near the intersection of Main Street and Willingham, and anchor the intersection of several proposed trails or paths that would connect to nearby MARTA stations. Uses could include: brewery, artisan workspace, makerspace, commercial kitchens, flexible office, community event space.

## Southside Food Truck Park and Commissary

Creating a central location for food trucks to stage, could provide a good interim or permanent use for the area adjacent to the Headwaters Hub. The park and commissary (See area 3 in Figure 3) could be integrated with the Headwaters Hub and share space including commercial kitchens or other staging areas. This would support local food trucks, restaurateurs or other restaurant associated start-ups. Additionally, while the park would be setup to host food trucks, it could also be used for other outdoor festivals or events.

## Public Art: MARTA Bridge and Retaining Wall

The existing MARTA bridge over Willingham Drive and adjacent large retaining wall (See area 4 in Figure 3) could provide an opportunity to introduce a gateway feature and public art, through MARTA’s Artbound public art program, and further support a re-imagined Willingham Corridor.

## Potential Future Greenspace

As the broader area continues shifting away from heavy industrial uses, currently forested and vacant areas could be preserved as greenspace (See area 5 in Figure 3). The area around the City of East Point water tower is thought to be near the location of the Flint River spring and Plant Street was historically called New Spring Street, possibly because of the nearby spring. This future greenspace would be passive with some amenities for walking or gathering as well as a possible trail along the rail corridor connecting north to the East Point MARTA Station.



Example Improvements and Developments

# HEADWATERS DISTRICT PROPOSAL



Figure 4. Headwaters District Reimagined (for illustrative purposes only)

# HEADWATERS DISTRICT PROPOSAL

### Existing Conditions

The Headwaters District is currently comprised of the following:

- Former Clarus building
- Vacant industrial building with interesting character and larger internal spaces
- Adjacent to MARTA bridge
- Located at a gateway to the study area
- Located close to Headwaters Nature Preserve
- Adjacent to three proposed trails that connect to the larger area
- MARTA bus stop located at the corner of the property

### Proposal

The reimagined Headwaters District will include reuse of some existing industrial buildings. Future uses, activities and projects will be comprised of the following:

- A center for creatives and entrepreneurs
- Flexible "creative" office space
- Light manufacturing or service use such as e-bike assembly or bicycle shop
- Makerspace, artisan workshops, and specialty food manufacturer (e.g., Arden's Garden)
- Brewery and mini food hall supporting restaurant start-ups from the area
- Community meeting space
- Art galleries focused on new and local artists from the area and art programs from nearby schools and universities
- Headwaters Trail constructed as a key link between Main Street, new developments and greenspaces
- Adjoined and integrated with the proposed Food Truck Park and Commissary
- MARTA bridge and wall mural in partnership with MARTA's Artbound program



Example Improvements and Developments

# 02 || NEIGHBORHOOD || NODE

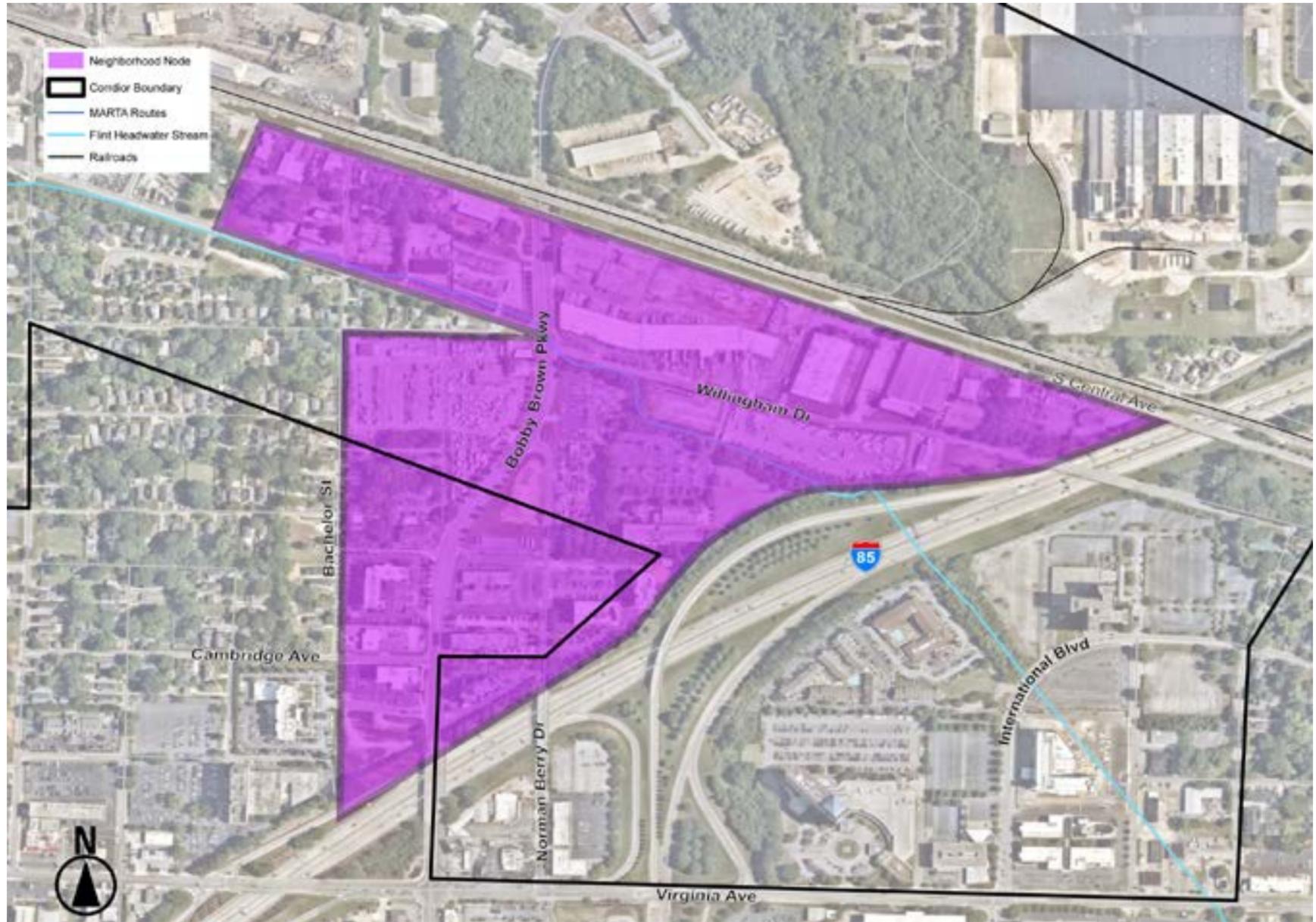


Figure 5. Neighborhood Node Map

### AREA SUMMARY

The "Neighborhood Node" district is located near the intersection of Willingham Drive and Bobby Brown Parkway, northwest of Interstate 85 and south of Central Avenue. It is also located at the intersection of the proposed Headwaters Trail and the proposed trail along Norman Berry Drive and Bobby Brown Parkway, as well as the intersection of two MARTA bus routes. These multi-modal intersections coupled with proximity to the interstate and the airport provide the area with a high visibility. Additionally, this area includes another location for the community to interact with and development to interface with the Flint River and associated greenspaces. This district benefits from a strong airport hotel market, opportunities presented by underutilized surface parking, and the potential to fulfill market demand for new hotel clusters and associated commercial development. Potential challenges in the area are the heavy industrial uses in the north, limitation of existing hospitality assets, and the lack of direct high-frequency transit access.

### CASE STUDIES

The Gateway Center development is located to the west of Hartsfield-Jackson Atlanta International Airport in the City of College Park and centered around the Georgia International Convention Center. The Gateway Center is a larger-scale development than what would occur in subarea 4, but is a local example of coordinated public-private development that built an attractive airport hospitality district.

#### Gateway Center

- \$230M mixed-use project that includes class A office, three hotels, and the ATL Skytrain built on a single property
- The development of the Gateway Center Arena was partially funded through a public-private bond tied to the city's car rental taxes, valued at \$36M
- The master plan for the area included the development of greenspaces for both stormwater management and the creation of new community assets.

# NEIGHBORHOOD NODE



Figure 6. Neighborhood Node Recommendations (for illustrative purposes only)



Example Development Types



# PROPOSALS AND RECOMMENDATIONS

## Residential Block

Utilizing an existing surface parking lot, this catalytic site (shown as area 1 in Figure 6) aims to introduce new and varied types of housing and provide a buffer and transition between the existing single-family neighborhood and the commercial development along Bobby Brown Parkway. This concept transitions from low density, single-family development on the west to multifamily, and limited commercial uses on the east. Commercial and retail uses would be limited, small-scale, neighborhood serving uses such as a coffee shop. Appropriate buffers and landscaped areas would provide visual screening and transition between the neighborhood and newer development. To address stormwater needs and provide additional greenspace, a stormwater amenity would be added along the Bobby Brown Parkway frontage of the development. This usable and accessible stormwater amenity provides another opportunity to highlight and enhance the Flint River. Additionally, new pavement treatments highlight where the Flint River is buried under the street, sidewalks, or other paved areas. The proposed Headwaters Trail has a “touchdown” point at the northern end of the site, linking this area to the rest of the corridor.

## Riverside (Creekside) Development

Utilizing one of the longest portions of the Flint River north of the Airport that is daylit, this catalytic site (shown as area 2 in Figure 6) envisions development that addresses nearby public streets, but also has secondary front doors that address the Flint River and Headwaters Trail. The waterway would be enhanced with additional greenspace and stormwater amenities added nearby. The proposed Headwaters Trail will follow the stream creating a “green boulevard” for new development to open onto with patios and seating facing the River and trail, creating a waterside experience not common to the Southside or much of Metro Atlanta. Well landscaped parking areas utilizing pervious pavement are recommended to extend the greenspace to the hardscaped areas near the stream and further support stormwater and river enhancement goals.

## Utility Substation

An area utility is considering constructing a new power substation in the area. The utility should work with the cities of College Park, East Point, and Hapeville, Finding the Flint, the Aerotropolis Alliance, and other area stakeholders to find the optimal location for this facility. One that meets the power supply needs of the area and as well as supports the redevelopment and community development interests in the area. Wherever this facility is eventually sited, it should be located away from public road frontages, screened from view, and buffered with greenspace. A recent example of this can be found on 14th Street in the City of Atlanta. This example can be improved upon but presents a good foundational model from which to start.

# 03 || INTERNATIONAL NODE

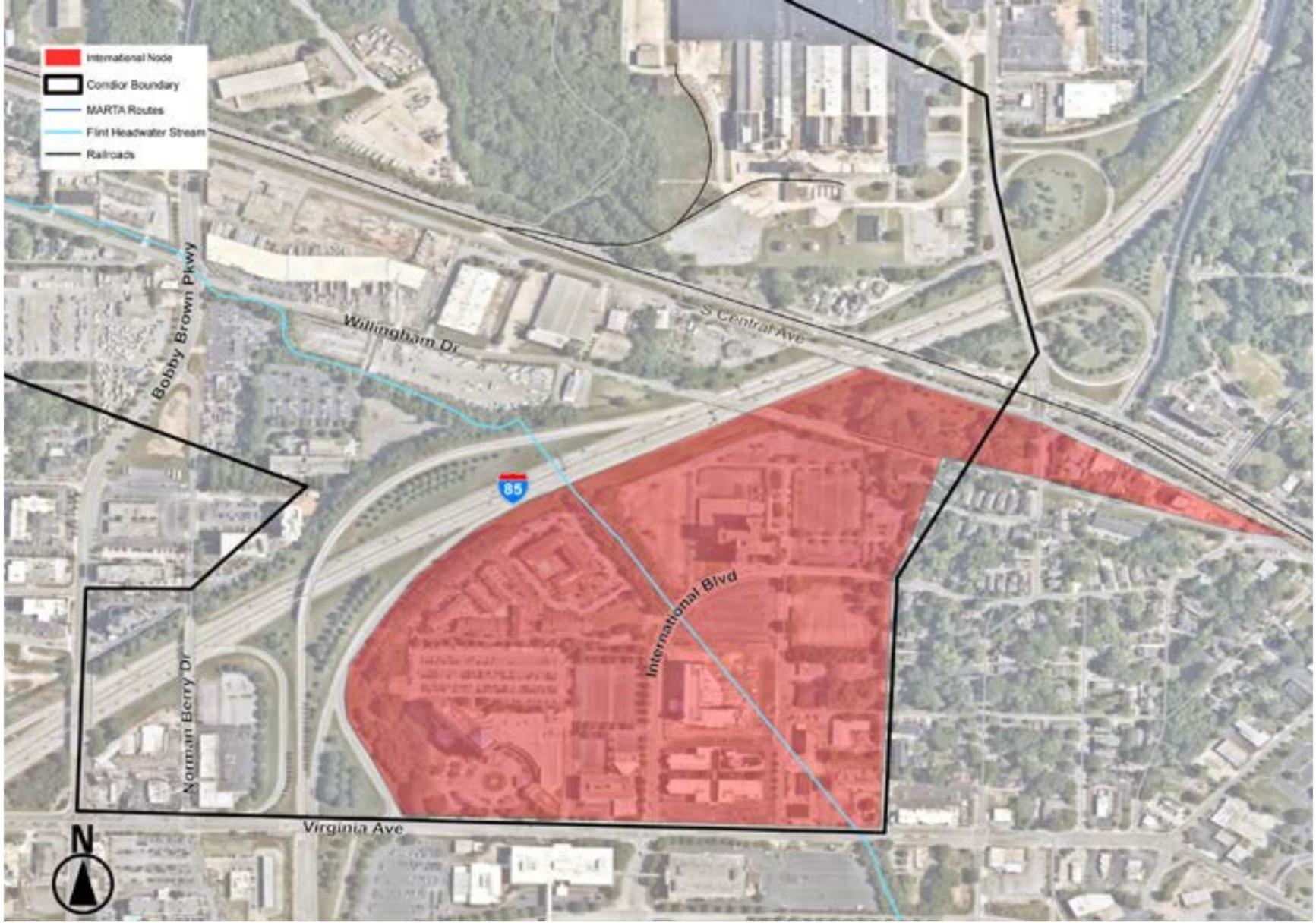


Figure 7. International Node Map

### AREA SUMMARY

The “International Node” district is located east of Interstate 85, south of Willingham Drive and centered on the intersections of International Boulevard, Lang Avenue and Virginia Avenue. The area is situated between existing residential and commercial uses making it ideal for transitional development and the creation of a walkable mixed-use district. Several factors make this area catalytic and most likely to see redevelopment in the near term. These factors include: proximity to Delta Air Lines’ Headquarters, the airport and downtown Hapeville, large land parcels owned by those with an interest in redevelopment, well-established residential neighborhoods, newly built or recently approved development, and a burgeoning rental office market within the Aerotropolis “Corporate Crescent.” A challenge to development within the district is the difficulty of directly connecting with future developments across the interstate along Willingham Drive.

### CASE STUDIES

Similar to the Neighborhood Node, the Gateway Center offers an example of how the International Node could develop. Unlike the Neighborhood Node, the hotel and commercial district within and immediately adjacent to the International Node is well established and is already experiencing development activity. The Gateway Center represents a more unified district than what currently exists within the International Node. Additionally, the Gateway Center has a direct transit connection to the airport and MARTA, that the International Node is currently lacking.

# INTERNATIONAL NODE



Example Development Types

Figure 8. International Node Recommendations (for illustrative purposes only)

# PROPOSALS AND RECOMMENDATIONS

Building on recent plans and studies, the International Node district, shown in Figure 8, is envisioned to be mixed-use with commercial and hotel development primarily located to the west and south and residential development to the east. Multifamily and townhomes provide a use and height buffer between the commercial and single-family neighborhood. Additional hotel and commercial uses would be located to the west and south. A new district parking garage would support redevelopment efforts and allow some of the existing surface parking to be re-imagined as new publicly accessible greenspace.

A small portion of the Flint River is daylit in this area while the majority of the river is underground. Expanded greenspace will build upon the daylit portion of the Flint River, creating new park for area residents, employees, hotel guests and others to enjoy. Where the Flint River is underground, building placement, unique pavement treatments, pocket greenspaces, public art and other visual elements will be introduced to highlight the path of the Flint River. New connections from Willingham Drive will be designed to encourage trips between Sylvan Road, Central Avenue and Willingham Drive to utilize these new “commercial streets” with the intent of alleviating cut through traffic through the Virginia Park neighborhood.

The new International Node district will provide residents, workers, travelers and other guests to the area with a new walkable district with greenspace and other amenities. Additionally, these new investments will likely support the reuse and reinhabitation of the former Delta Air Lines’ building, surrounding it with an interesting and active community. This currently empty and unused building could become the center piece of the district.



# 04 || CHALLENGE AREA

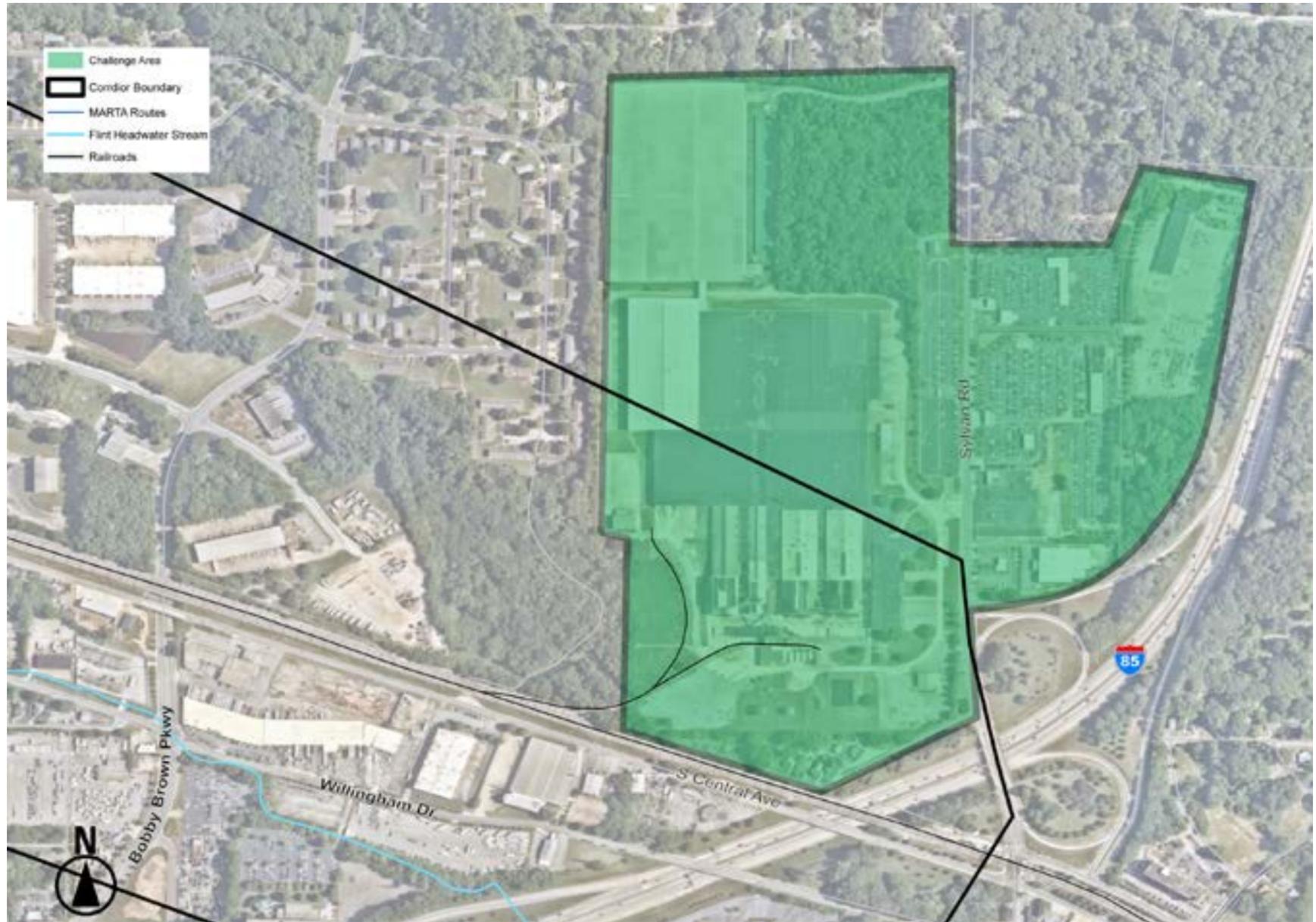


Figure 9. Challenge Area Map

### AREA SUMMARY

The Sylvan Road area (See area 1 in Figure 9) presents unique opportunities and challenges for redevelopment north of the railroad. The former Owens Illinois site is a roughly 56 acre property with an existing, vacant manufacturing facility totaling approximately one-million square feet. Currently, there is no redevelopment plan for the site, but the property could maintain an active, temporary use as the local market transitions to support redevelopment in the future. There are multiple site factors beneficial for future catalytic development, including several large single-owned sites, its proximity to Interstate 85, and its capacity to serve as a gateway to the Tri-Cities area. The primary challenges facing redevelopment of this facility include: an assumed significant amount of environmental remediation due to past uses, the location of an airport parking facility onsite which limits future site redevelopment, and the lack of market demand for office, retail, or residential uses needed to fill the current vacant space. These site challenges make future redevelopment very costly and future repurposing of site will require close coordination between local agencies, public partners, and stakeholders for successful development.

### CASE STUDIES

The repurposing of a large industrial space does not mean a total abandonment of industry. There are many examples of industrial spaces being revamped as light industrial or data-uses, with complementary, integrated mixed-use.

**Project Granite, Atlanta**

- QTS, a data center giant, has been redeveloping large formerly industrial sites into data centers including Project Granite, a unique mixed-use project that included office and other uses, anchored by a 1.5M SF data center in Westside Atlanta.

**Heppenstall Steel Mill, Pittsburgh**

- Carnegie Mellon University’s National Robotics Engineering Center renovated a 100K SF defunct steel mill to be a robotics innovation and production facility in 2015.

**Studio City, Atlanta**

- Studio City is a 127-acre redevelopment project located on a demolished General Motors plant. The redevelopment will include movie studios, office space, multifamily, retail, and a hotel.
- Gray, the developer, will inherit up to \$1.5B in bonds from Doraville’s economic development authority and a 35% property tax incentive for the next 30 years.
- Doraville Downtown Development Authority established a TAD in 2015 to help develop this site.

# 05 || ADDITIONAL AREAS

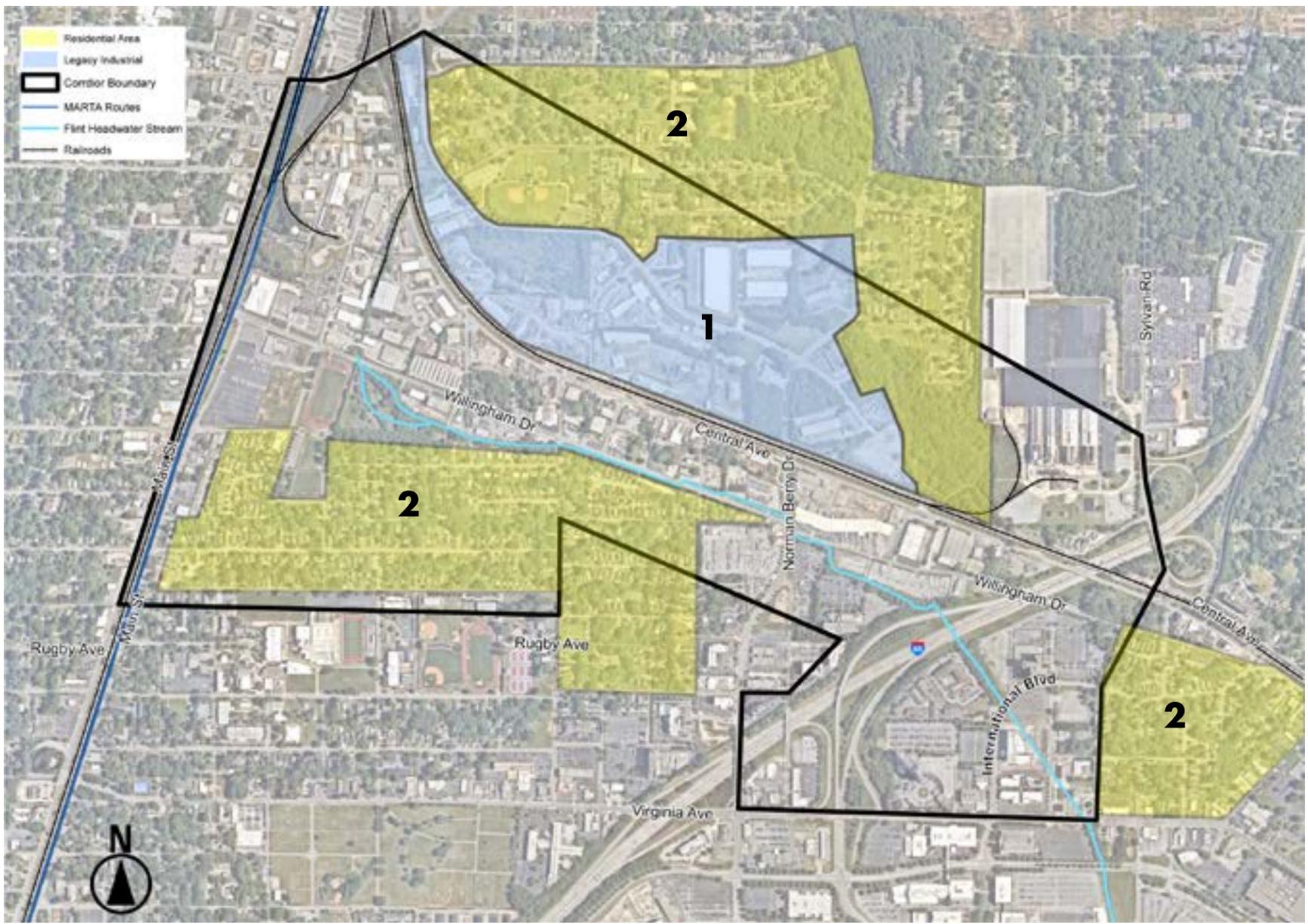


Figure 10. Additional Areas Map

### AREA SUMMARY

#### Legacy Industrial

Located north of Central Avenue and the rail line, the Legacy Industrial district (See area 1 in Figure 10) is characterized by existing large-scale industrial facilities and commercial warehouses that primarily focused on uses such as sanitation, recycling, and scrap metal processing. While the desire of the community is for the area to transition from heavy industrial to light industrial and non-industrial uses, it is expected that the current facilities will likely stay in operation in the near term. Specific recommendations for this area are focused on routing truck trips away from existing single-family neighborhoods, providing additional landscaping or vegetated buffers to screen the industrial uses from view and from the existing neighborhoods, identifying locations for potential greenspace and restricting the expansion or addition of industrial uses. Additionally, due to documented and assumed contamination within the area, a focused effort on remediation is highly encouraged to protect both current residents as well as environmentally sensitive areas and ecological systems.

#### Residential Neighborhoods

The Residential Neighborhoods are characterized as primarily traditional, single-family neighborhoods located around the Willingham Drive and Central Avenue Corridors (See area 2 in Figure 10). Recommendations for these areas focus first on preserving the existing character of these communities. Additionally, there is a desire to provide more sidewalks and connections to Willingham Drive, the Headwaters Nature Preserve and the proposed Headwaters Trail. There is also an opportunity to explore the potential for adding additional housing types not currently found in the area, but in demand by the broader market. A housing study conducted by one community or in coordination with all three cities would provide the analysis and foundation for specific recommendations.

# 06 || TRAILS AND GREENSPACE

# HEADWATERS TRAIL SHARED USE PATH

The Willingham Drive corridor provides a compelling opportunity for the introduction of a 10-foot shared use path. A path in this corridor would include the following complimentary benefits:

*Provide critical infrastructure—currently lacking—for pedestrians, bicyclists, and users of other personal, active transportation and micro-mobility (scooters, rollerblades, etc.) along the corridor;*

*Spur economic development for commercial/retail spaces by improving the urban design for properties fronting the corridor, and in some cases providing access to a secondary entrance (the traditional back of the building). Most of the existing properties have car-centric design that creates an un-welcoming feel for pedestrians on the corridor;*

*Create opportunities for ecological remediation and stormwater management improvements to the Flint River headwaters stream during the construction of the path and adjoining greenspaces.*

### Previous Plans

Two recent plans proposed a shared use path along Willingham Drive:

*East Point PATH (2016) Trail System Master Plan – proposed a trail along the south side of Willingham Drive from Main Street east to the MARTA-owned parcel now planned as Headwaters Nature Preserve. From there the proposed trail turned south and weaved through the Eagan Park neighborhood.*

*AeroATL Greenway Plan (2018) – proposed a “Local” trail along Willingham Drive from Main Street east to Norman Berry Drive. From there, the proposed trail joins the “Loop Connecting Downtowns” on Norman Berry Drive and continues east along Willingham Drive into Downtown Hapeville.*

### Proposal

The Willingham Shared Use Path would begin at the intersection of Willingham Drive and Main Street. At this intersection it would connect to the proposed Main Street Connector, a two-way cycle track on the east side of the street. The proposed 10-foot concrete path would continue east within the right-of-way under the MARTA and freight rail bridges, where it would intersect with the proposed East Main Street “Bicycle Boulevard Extension.” The path would then continue within the north side right-of-way past Plant St. Between Plant Street and Elm Street a proposed mid-block crossing with a Pedestrian Hybrid Beacon/Rapid Flashing Beacon to provide safe crossing to the planned Headwaters Nature Preserve and connection to the trails within that park.

The trail would continue east on the north side of Willingham past Pennsylvania Avenue. The Flint River headwaters stream emerges between Bachelor Street and Norman Berry Drive, resulting in limited right-of-way in this area. This may require an alternate route or coordinating with private property owners.

At Norman Berry Drive, the Willingham Path would intersect with a path along Norman Berry Drive proposed in both prior plans. The combined path would cross Willingham Drive on the west side of the intersection and then cross Norman Berry Drive/Bobby Brown Parkway to continue east into the private property (3320 Norman Berry Drive) owned by Tiftona Industries.

Within the Tiftona property, the path would follow the Flint River Headwaters stream before continuing onto a second Tiftona parcel at ~1100 Willingham Drive. The path would exit the southeast corner of that parcel and continue onto GDOT right-of-way west of I-85.

The path would follow the western edge of the GDOT right-of-way before crossing over I-85 on a path-specific bridge. On the east of I-85 the trail would turn southwest along the property line and continue south to the Flint River stream. The total length of the trail as proposed is 8,367 feet (1.58 miles).



# GREENSPACES

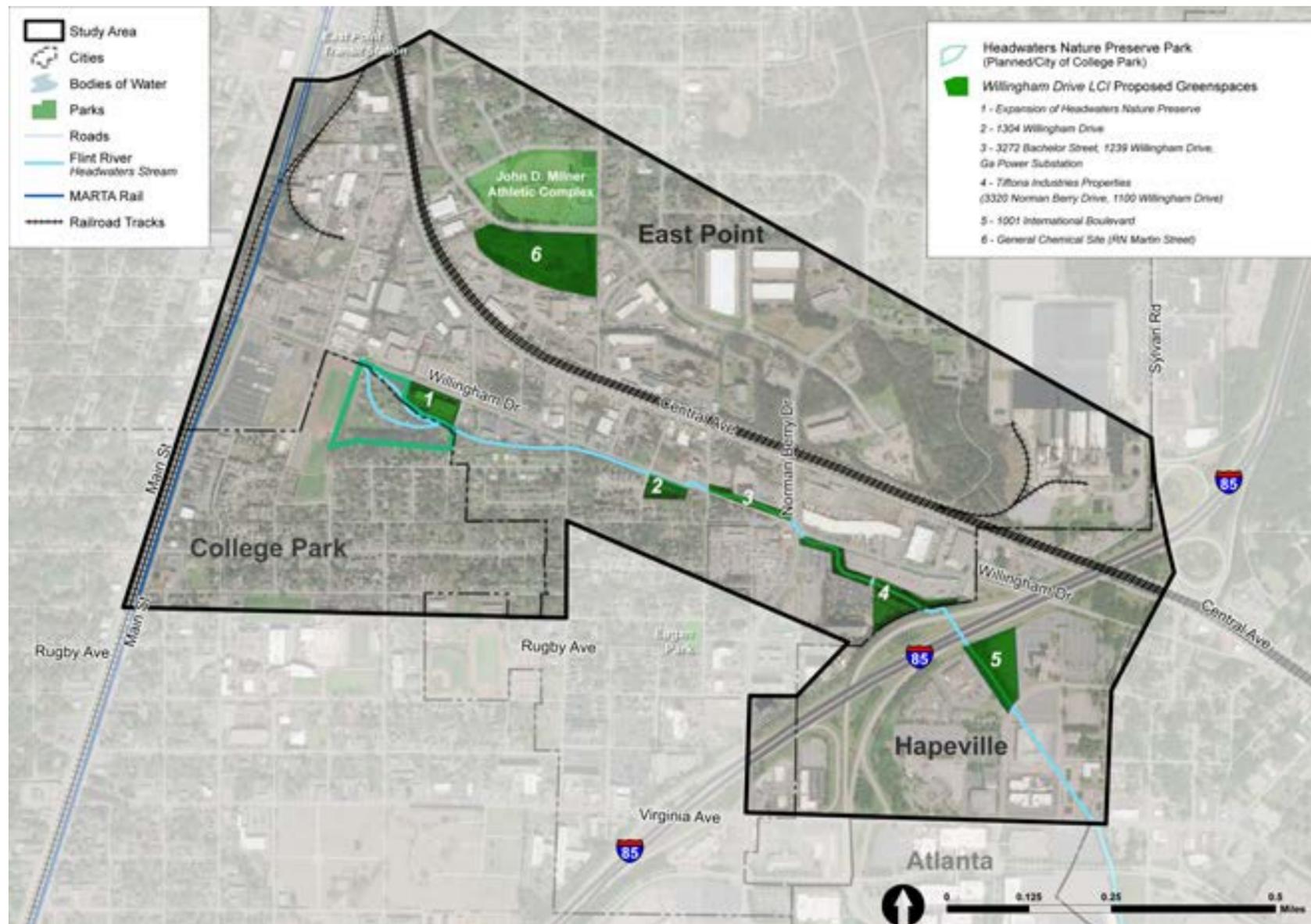


Figure 11. Greenspaces Map

# PROPOSALS

Four distinct greenspaces are proposed directly along the Willingham Drive corridor, with a fifth opportunity located in Hapeville along International Boulevard, and a sixth opportunity located in East Point on the parcel directly south of Milner Athletic Complex on R.N. Martin Street.

**Expansion of Headwaters Nature Preserve** (See area 1 in Figure 11) – the Headwaters Nature Preserve has been planned and designed and is moving towards construction. However, there is potential to expand the proposed greenspace by incorporating the two parcels along the northern edge of the preserve. The addition of 1486 and 1508 Willingham Drive into the Nature Preserve would allow for further improvements to the stream buffer and decreased impervious surface near the stream. Potential uses for the existing buildings could be non-profit office space combined with educational and community spaces. Both parcels are currently privately owned.

**1304 Willingham Drive** (See area 2 in Figure 11) – this parcel offers the opportunity to create a 1.1-acre greenspace which could provide ecological improvement to the Flint River headwaters stream corridor and flooding prevention. The parcel was identified in a CDM stormwater engineering assessment as a potential location for the removal of “3,200 cubic yards of soil to provide overbank storage.” Redesigning the parcel as an ecologically sensitive constructed wetlands could serve the same stormwater purpose while providing a pocket greenspace with potential wildlife viewing platforms and a small walking trail. The parcel is currently privately owned.

**3272 Bachelor Street, 1239 Willingham Drive, GA Power Substation** (See area 3 in Figure 11) – currently divided into four parcels, the north side of Willingham Drive between Bachelor Street and Norman Berry Drive offers the opportunity to create a linear greenspace (approximately 0.8 acres) along the proposed shared use path and the Flint River headwaters stream. The proposed shared use path would run along the northern bank of the stream, creating a corridor roughly 30 to 80-ft wide where streambank restoration and ecological improvements could benefit the stream corridor and improve the experience for path users. The potential decommissioning of the Georgia Power substation would open up the opportunity to add an additional ~1.5-acre greenspace at the corner of Willingham and Norman Berry. All parcels in question are currently privately owned.

**Tiftona Industries Properties (3320 Norman Berry Drive, 1100 Willingham Drive)** (See area 4 in Figure 11) – these two parcels are bisected by the Flint River headwaters stream and the proposed shared use path. Greenspace improvements in the corridor including both the stream and path could create a 4.5+ acre linear greenspace. Redesigning the triangular southern corner of 1100 Willingham Drive as a constructed wetlands for stormwater retention could allow for building development fronting Willingham Drive in current floodplain areas. Both parcels are privately owned, and the greenspace would also include a third private parcel.

# GREENSPACES (CONT.)



**1001 International Boulevard** (See area 5 in Figure 11) – the southwestern corner of the currently vacant office building at 1001 International Boulevard offers the potential for a greenspace that incorporates the existing Flint River headwaters stream and its forested banks, the proposed shared use path, and improvements to an existing parking lot. Finding the Flint previously identified the existing strip of forested land along the headwaters stream as a candidate for public greenspace. The addition of the shared use path along the forest’s eastern edge and expanding greenspace into the existing parking lot could create a 2.5+ acre park space. The parcel is privately owned.

**General Chemical Site - RN Martin Street** (See area 6 in Figure 11) – directly south of the John D. Milner Athletic Complex is a vacant site, approximately 15-acres. It was listed by GA EPD as a Contaminated Site in 1998 but remediation may have occurred, and it offers potential for greenspace. Suggestions include redesign as a “pump track” for mountain bikes and off-road bikes or as a BMX race course.

*This page left intentionally blank*

## TIFT PROPERTY PROPOSAL



Figure 12. Tift Property Concept Plan (for illustrative purposes only)

### Existing Conditions

Tiftona Industries currently owns two parcels on the south side of Willingham Drive east of Norman Berry Drive/Bobby Brown Parkway. The first parcel (14 0127 LL0380) at 3320 Norman Berry Drive sits at the southeast corner of the intersection of Willingham and Norman Berry with frontage on both roads, and totals 2.09 acres. The second parcel (14 0127 LL0463) is located at approximately 1100 Willingham Drive and totals 4.18 acres. The parcels are separated along Willingham Drive by a 30-foot section of a separate parcel that is the site of the Double Tree by Hilton-Atlanta Airport hotel at 3400 Norman Berry Drive.

The majority of land area within the two parcels is currently paved with asphalt and used as parking lots. The Flint River headwaters stream emerges from a pipe at the northwest corner of 3320 Norman Berry Drive and flows southeast through both parcels with a roughly 90-foot forested buffer along the banks. A 50-foot bridge crosses the stream that connects the Double Tree hotel site to Willingham Drive and connects the two sides of the second Tiftona parcel that is bisected by the stream.

### Proposal

The proposal is to redevelop both parcels, adding new buildings, new parking areas, a shared use path (Headwaters Trail), walking trails, and a stormwater retention area, all with an orientation to the proposed Headwaters Trail and following the principles of Low-Impact Development. Streambank restoration and new tree plantings are proposed along the entire length of the Flint headwaters stream, improving its ecological condition and providing a publicly accessible corridor of passive, linear greenspace.

The concept envisions a unified site across the two parcels, connected by the shared use path (See item 1 in Figure 12) that would begin at the northwest corner of 3320 Norman Berry drive and run along the south side of the stream before crossing over and running along the north side of the stream to the southeast corner of the Willingham Drive parcel. Three large buildings are proposed (see item 2 in Figure 12) —one along Norman Berry and two on Willingham Drive—each with a footprint between 20,000 and 30,000 square feet. Uses could include mixed office and retail space, as well as restaurant components. Large plazas that would face the path and stream are proposed to provide the buildings with a “second front door,” in addition to improved streetscape and sidewalk conditions fronting the roadways. Surface parking areas (See item 3 in Figure 12), designed with LID principles including pervious pavers and tree plantings, are proposed to the south of the Norman Berry building and in between the two buildings along Willingham.

The triangular area of the Willingham parcel (See item 4 in Figure 12), currently a surface parking lot, bounded by the stream on the north, I-85 on the southeast, and the existing hotel on the west, is proposed to be redesigned as a stormwater retention area. Constructed wetlands could serve to capture runoff from the surrounding developments as well as divert stormwater from the stream, serving the same purpose as proposed in the CDM stormwater document, which suggested soil removal in this area for overbank protection. This stormwater area could also decrease the existing 100-year flood zones which cover much of the existing site.

# TIFT PROPERTY PROPOSAL



Figure 13. Tift Property Proposal Rendering (for illustrative purposes only)

This page left intentionally blank

# 07 || TRANSPORTATION

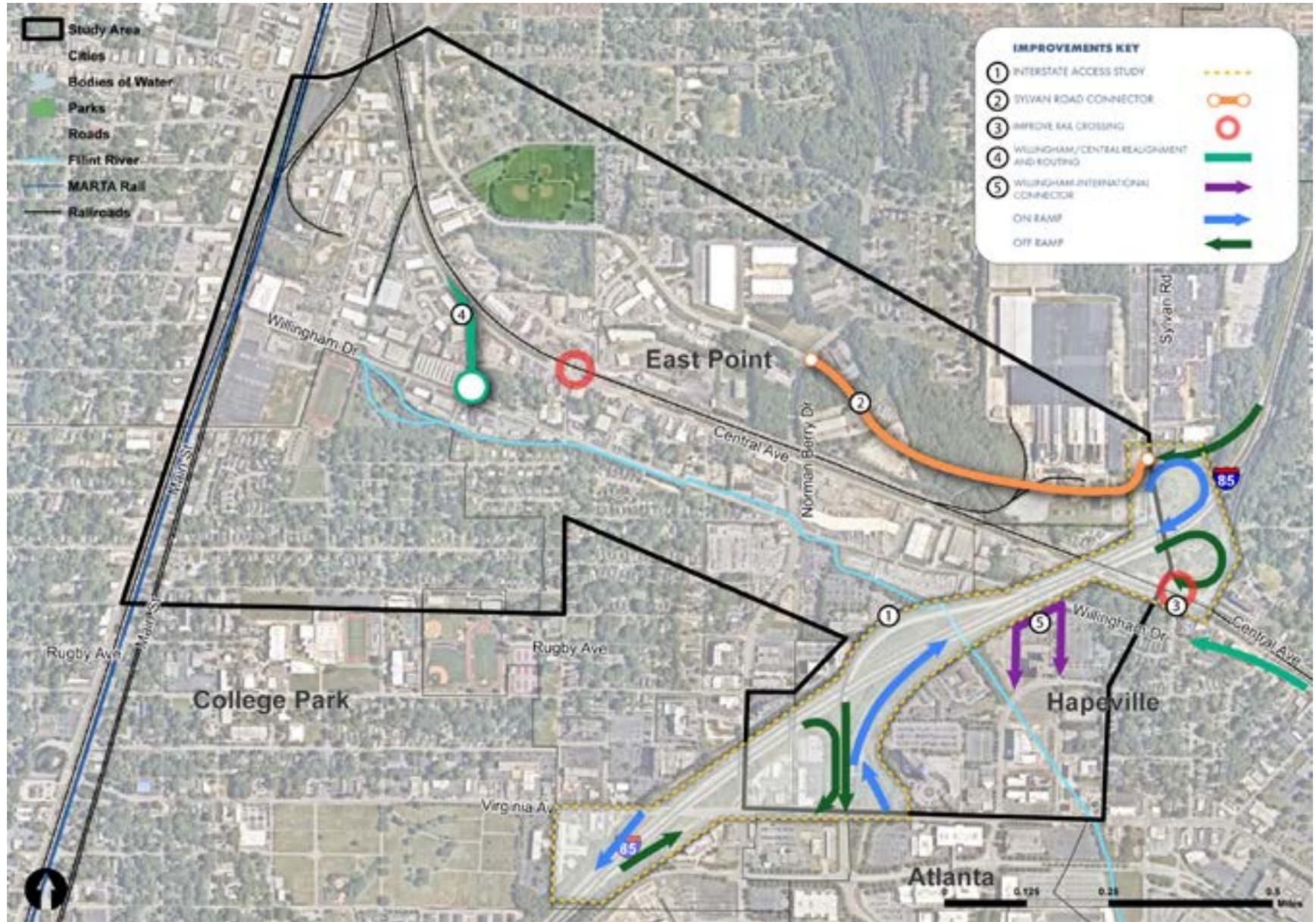


Figure 14. Transportation Map

### TRANSPORTATION PROPOSALS AND RECOMMENDATIONS

#### Interstate Access Study (Item 1 in Figure 14)

The study area currently has access to/from Interstate 85 via the existing ramp systems at both Sylvan Road and Virginia Avenue. These access points to/from the interstate do not provide clear or direct connectivity to the Willingham Corridor study area resulting in complex travel patterns which in some instances results in interstate related traffic utilizing neighborhood streets. Furthermore, the one-way ramp systems lack intuition and can lead to confusion as drivers attempt to enter the interstate system. The current conditions negatively impact travel to and from the Cities of College Park, East Point and Hapeville as well as the northern side of the Atlanta airport and the "Corporate Crescent" as identified by the Aerotropolis Atlanta Alliance in the Aerotropolis Atlanta Blueprint.

While some solutions or improvements have been suggested in other recent studies, additional analysis is needed. An Interstate Access Study would review interstate access to/from the study area, consider vehicular travel patterns, vehicle delay and traffic operations, vehicular and pedestrian/bicycle safety, and wayfinding opportunities.

The study will aim to find creative ways to simplify or condense access and ramp systems by eliminating duplicative access; improving access to Willingham Drive and the Tri-Cities area; creating more intuitive access and improving wayfinding (signage, pavement markings, etc.); improving traffic operations and general connectivity while respecting the surrounding neighborhoods and mitigating impacts of potential improvement projects. Some preliminary improvement projects that will be further reviewed as part of this study may include but are not limited to: consolidating the ramp system along Virginia Avenue; reconfiguring the ramp system along Central Avenue and Sylvan Road; analyzing the potential for a collector-distributor system between Virginia Avenue and Sylvan Road and reviewing previous relevant plans or improvements to ensure coordination.

Big idea: The introduction of a collector-distributor system and the closure of redundant ramps may increase access while making travel to and from the interstate easier and possibly freeing land up for additional development or greenspace.

## TRANSPORTATION PROPOSALS AND RECOMMENDATIONS

### Sylvan Road Connector (Item 2 in Figure 14)

Existing conditions provide limited interstate access from Downtown East Point, East Washington neighborhood and RN Martin Street. Additionally, there is lack of access between the Sylvan Road area and Downtown East Point and the East Washington neighborhood.

A feasibility study would explore the possibility of connecting Sylvan Road to RN Martin Street at the existing I-85 southbound exit ramp. This includes the potential to develop with road utilizing existing ROW or in partnership with future redevelopment in the area.

The improvement will provide better access for both Downtown East Point and East Washington neighborhood as well as provide an alternate route for heavy truck traffic to and from the interstate ramp system.

Big idea: The former Owens-Illinois facility and its possible redevelopment present a unique opportunity to create the Sylvan Road Connector. Additionally, existing right-of-way may provide additional options for the potential alignment of this new connection.



Existing conditions near potential location of proposed Sylvan Road Connector

## TRANSPORTATION PROPOSALS AND RECOMMENDATIONS

### Central Avenue Rail Crossing Study (Item 3 in Figure 14)

There are a number of at-grade railroad crossings located at or near intersections along Central Avenue. These at-grade crossing can lead to confusing and unsafe conditions for drivers, pedestrians or and bicyclist.

A Central Avenue Rail Crossing Study “would focus on a select set of at-grade crossings along Central Avenue in, review existing conditions, and provide recommendations necessary for improved safety and traffic operations.

The study will strategically identify at-grade crossing locations to maintain adequate north/south connectivity while improving safety conditions. This may include crossing locations at East Point and Hapeville. Any improvements at or near at-grade crossing locations require coordination with the Federal Railroad Administration, the relevant railroad operator, the Georgia Department of Transportation and local municipalities. It is anticipated that some improvements at some existing crossing locations may require the closure/restricted access at other existing crossing locations. We will partner with other local/regional jurisdictions to develop consensus on rail corridor treatments to improve safety and maintain connectivity.

Big idea: Another community in Georgia recently partnered with the Georgia Department of Transportation to install a roundabout within an at-grade crossing. This solution has resulted in safer and more efficient operations at that location. A similar solution could be possible at one or more of the at-grade crossings along Central Avenue.



Existing Sylvan Road and Central Avenue Intersection and example roundabout solution

# TRANSPORTATION PROPOSALS AND RECOMMENDATIONS

## **Shift vehicular access to Willingham Drive** (Item 4 in Figure 14)

Vehicular traffic along Central Avenue strains the at-grade crossings at or near intersections.

A traffic, routing and realignment study would review the feasibility and impacts of routing traffic from Central Avenue to Willingham Drive.

The study would explore the possibility of deemphasizing Central Avenue as a major vehicular east/west connector and encouraging Willingham Drive as an alternative creates separation between roadway and railroad systems, which in turn improves safety and driver expectancy. Additionally, the study will consider the potential improvements where the rerouting or realignment occurs, including but not limited to installing roundabouts.

Big ideal: Routing traffic from Central Avenue could support two goals. First, it could pull traffic away from at-grade crossings. Second, pushing more traffic to Willingham Drive could support business location and economic development efforts. Additionally, the rerouting locations could be treated as gateways to the Willingham Drive area.

## **Willingham-International Connector** (Item 5 in Figure 14)

Provide a new connection from Willingham Drive to International Boulevard that would support redevelopment and relieve cut-thru traffic through nearby neighborhoods. Big Idea: As part of redevelopment, this new connection would expand the street grid and provide additional road frontage and alternate routes for local traffic.

## **Improve Bus Stops**

The existing bus stop locations are substandard with no transit rider amenities or last mile connectivity. Proposed Transit Study: The proposed study will review existing conditions and recommend improvements within the study area.

Working with MARTA and other partners, the study will make recommendations to improve bus stop facilities and general access to stops. Additional seating, shelter, and lighting are all critical components to improving transit rider experience. Additionally, sidewalks to and from bus stop locations will be identifies and recommended.

Big idea: Improved bus stop locations could also be considered for public art and other branding elements for the area. The Atlanta Regional Commission recently funded studies that will explore the use of creative placemaking and the arts to improve existing bus stops and enhance the surrounding community.

# 08 || IMPLEMENTATION PLAN

# WILLINGHAM DRIVE IMPLEMENTATION PLAN

The implementation plan outlines the programs and recommendations proposed during the plan development process for the Willingham Corridor Improvement Study. To successfully implement these programs and recommendations, multi-agency coordination, supported by clear and concise communications of responsibilities and task ownership, is required. In Table 1, the programs and recommendations are described, along with the project’s timeline for implementation, the responsible agency that will oversee the project’s implementation, partner organizations that will be involved during the implementation process, a planning-level cost estimate for the recommendation, and anticipated funding sources for each project.

The programs and recommendations are highlighted and grouped in the following strategic areas:

- Organizational and Collaboration
- Greenspace and Trails
- Land Use and Zoning
- Transportation
- Economic Development
- Placemaking and Programming

### Organizational and Collaboration

#### Create Willingham Corridor Task Force (0 – 1 Year)

Utilizing members of the Project Management Team and Stakeholder Committee, establish a task force or committee focused on implementing the Willingham Corridor vision. The creation of this task force is critical as several implementation items require coordination among multiple partners, including the three cities within the study area.

### Greenspace and Trails

#### Headwaters Nature Preserve (1 – 3 Years)

This catalytic greenspace will be located at the existing MARTA stormwater site on Willingham Drive. The project would include complete planning, design and construction of the Headwaters Nature Preserve park, while providing critical trail connections for the planned Headwaters Trail. The cities of College Park and East Point and other partners should prioritize the completion of this new greenspace, which will provide an anchor greenspace for the community and future redevelopment.

#### Headwaters Trail Corridor Plan (1 – 3 Years)

This feasibility study will examine a new 10-foot shared-use path along Willingham Drive, from Main Street to just east of the I-85 bridge in Hapeville. The study will determine the path’s alignment, design, crossings, right-of-way (ROW) needs, and phasing of the entire Headwaters Trail corridor. The Headwaters Trail would provide critical infrastructure for improving

# WILLINGHAM DRIVE IMPLEMENTATION PLAN

mobility for bicycles and pedestrians between the Willingham Drive corridor and Main Street, the planned Headwaters Creative Hub, and the planned Headwaters Nature Preserve.

#### Headwaters Trail (First Phase) (2 – 4 Years)

The first phase of the Headwaters Trail will provide bicycle and pedestrian path connection from the Main Street corridor to the planned Headwaters Nature Preserve. This first phase will include the design and construction of the Headwaters Trail for this initial trail segment.

#### Headwaters Nature Center/Park expansion (3 – 5 Years)

This feasibility study will plan and design for the potential expansion of the planned Headwaters Nature Preserve and the creation of the Headwaters Nature Center. The Headwaters Nature Center will be a community center and meeting space, located within the Headwater Nature Preserve park, will serve as the “front door” for the headwaters of the Flint River. Potential partnering agencies include the Woodward Academy and other area schools.

#### Flint River Greenspace Design (3 – 5 Years)

This project will take advantage of the existing daylight segments of the Flint River. This priority project for the study area will include four distinct greenspaces along the Willingham Drive corridor, with a fifth opportunity located in Hapeville along International Boulevard, and a sixth opportunity located in East Point on the parcel directly south of the John D. Milner Athletic Complex on RN Martin Street. The project would include coordination with property owners to design greenspaces along the Flint River.

#### New Park at General Chemical Site Study (3 – 5 Years)

This feasibility study would analyze the potential use of the General Chemical site, located directly south of the John D. Milner Athletic Complex, for new park land. Currently, this is a vacant 15-acre site that was listed by Georgia EPD as a Contaminated Site in 1998, but remediation may have occurred, and it offers potential for additional greenspace. Recommendations for the site include a possible redesign as a “pump track” for mountain bikes and off-road bikes or as a BMX racecourse.

#### Flint River Greenspaces Construction (4 – 8 Years)

Construction of new greenspaces along Willingham Drive providing access to the daylight segments of the Flint River headwaters stream. Construction of the Flint River greenspaces will provide stormwater support areas, mitigating flooding along the neighboring areas.

# WILLINGHAM DRIVE IMPLEMENTATION PLAN

## Land Use and Zoning

### Update the Future Land Use Map for Catalytic Sites and Key Parcels (0 – 1 Year)

Update the Future Land Use Map and district designations for key parcels within the study area to be consistent with the vision of the Willingham Corridor Study.

### Zoning Changes to Catalytic Sites and Key Parcels (0 – 1 Year)

Based upon the concept of the plan, each municipality will need to update their zoning districts or rezone key parcels to support the planned visioning for each catalytic site – the Headwaters District, the Neighborhood Node, and the International Node. Alignment of the zoning districts should be coordinated with the Willingham Corridor Task Force and implemented by planning staff for each city. This includes utilizing the new Mixed Use Commercial Industrial District (MX-CI).

### Zoning Revisions (0 – 2 Years)

Review and update accordingly, the zoning code for each municipality to include additional requirements related to accommodating the Headwaters Trail, greenspace, stormwater; exclude future heavy industrial uses; add incentives and reduce parking requirements for parcels near MARTA or adjacent to paths that connect to MARTA.

### Promote Public Land Acquisition and Consider Public-Private Partnerships (0 – 10 Years)

Promote land assemblage through active public acquisition to develop larger transformational projects. Consider public-private partnerships to encourage economic diversification. Partners should be well-capitalized and have past experience working with the public sector.

## Transportation

### Improve MARTA Bus Stops (0-3 Years)

Work with MARTA and other partners to improve bus stops within the study area including adding shelters, seating, lighting, and other amenities. Creative placemaking and public art should be considered for these improvements and locations as well.

### Sylvan Road Connector Feasibility Study (1 – 3 Years)

This study will look to determine the possible alignment and cost of creating a new connection from Sylvan Road near I-85 to RN Martin Street. The study will determine potential right-of-way (ROW) needs, and identify strategies for implementation including through redevelopment opportunities or public acquisition.

# WILLINGHAM DRIVE IMPLEMENTATION PLAN

### Willingham Drive-International Boulevard Connector Feasibility Study (1 - 3 years)

This study will determine the possible alignment and cost of creating a new connection from Willingham Drive to International Boulevard. The study will determine potential right-of-way (ROW) needs, and identify strategies for implementation including through redevelopment opportunities or public acquisition.

### Willingham Drive Sidewalk Extension (2 – 4 Years)

The project includes the design and construction of a six-foot sidewalk extension along the south side of Willingham Drive from Plant Street to Elm Street.

### Interchange Access Study (3 – 5 Years)

This interstate access study will analyze the current interstate access ramps that provide access to Sylvan Road and Virginia Avenue along I-85. The study will examine how to improve access to the cities of College Park, East Point, Hapeville and may include exploring the possibility of introducing a collector-distributor system.

### Updated/Safe Rail Crossings (3 – 5 Years)

This recommendation will investigate how to provide safe and reliable rail crossings alongside adjacent roadway intersections. The evaluation will focus upon the current at-grade rail crossings along Central Avenue, within the study area and through downtown Hapeville, and identify potential improvement strategies, including the use of innovative railroad/roadway crossing/intersection design and roundabouts.

### Willingham Drive/Central Avenue Routing (3 – 5 Years)

This study will examine the feasibility of routing traffic from Central Avenue to Willingham Drive via modified or new connections, including eastern and western connections, and the use of roundabouts or traffic circles at the existing Elm Street/Willingham Drive or Central Avenue/Willingham Drive intersections.

### East Main Street Bicycle Boulevard Feasibility Study (3-5 Years)

This feasibility study of a north-south shared-use path connection from Willingham Drive to the College Park MARTA Station, traveling along the west side of East Main Street.

## Economic Development

### Establish Headwaters Creative Hub (Organization) (0 – 1 Year)

Establish a task force or organization to support the creation of the Headwaters Creative Hub. This group would be focused on identifying a location, potential partners, needs and requirements and developing a strategy.

# WILLINGHAM DRIVE IMPLEMENTATION PLAN

## Expand or Create a Tax Allocation District (TAD) (0 – 3 Years)

Expand the existing TAD or create a new TAD that would include the Willingham Drive and Central Avenue areas to fund streetscape improvements, connections to MARTA, and infrastructure investments that will support and attract redevelopment. The funds could be used to help float larger infrastructure bonds to improve corridor conditions or support a large redevelopment project or the TAD could be structured to provide smaller grants for specific improvements.

## Streamlined Development Review Process (0 – 5 Years)

Work with site owners and development partners to insure streamlined development review process. Proactively seek opportunities to use TAD funding to support project elements that support vision of the plan and TAD .

## Conduct Brownfield Assessment of Catalytic Sites (0 – 5 Years)

Using existing or new EPA Brownfield grants, assess catalytic sites within the Headwaters District, the Neighborhood Node, and the International Node, for potential contamination and identify needed mitigation.

## Brownfield Clean-Up and Remediation (0 – 5 Years)

Continue assessing identified Brownfields within the study area and identify needed mitigation and funds to support clean-up.

## Incentivize Job Creation (2 – 5 Years)

Incentivize job creation through job or industrial tax incentives, using precedents such as the Georgia Opportunity Zone program or incentivized film production through tax credits.

## Parking Deck Feasibility Study and Design (3 – 5 Years)

Study the potential of a parking deck within the catalytic sites, specifically those near the intersection of Willingham Drive and Bobby Brown Parkway in East Point and International Boulevard and Lang Avenue in Hapeville. These decks may be constructed as public decks or as a public-private partnership between a developer and local jurisdiction.

## Target Industry and Development Attraction (Ongoing)

The economic development staff for each of the three cities as well as partners such as the Aerotropolis Atlanta Alliance should take a proactive approach in attracting target industries and development to the area. This includes, but is not limited to breweries, creative industries, restaurants and food preparation, flexible office, and multifamily residential.

# WILLINGHAM DRIVE IMPLEMENTATION PLAN

## Technical Support Initiatives (Ongoing)

Provide technical support where possible to facilitate quality redevelopment efforts in study area. Examples of technical support include stormwater engineering analyses, project-specific economic and real estate analyses, design concepts, facilitation of meetings, and coordination of events and programs.

## Placemaking and Programming

### Public Art/MARTA Bridge and Wall Mural (0 – 5 Years)

Partner with MARTA to create murals or other public art on the MARTA bridge over Willingham Drive and the retaining wall north of Willingham Drive.

### Streets Alive Willingham Drive (0 – 5 Years)

Partner with area stakeholders to host a Willingham Streets Alive event to highlight Willingham Drive, the Flint and the potential of the area.

### Flint River Festival (0 – 5 Years)

Partner with other communities along the Flint River to host a Flint River Festival to celebrate this important ecosystem and community amenity.

### Gateway Landscaping (1 – 3 Years)

Provide landscaping for the Willingham Drive gateways/entryways that establishes an introduction to the corridor. Gateway improvements should include wayfinding for the corridor that features the branding for the Headwaters district, as well as beautification elements such as landscaping lighting and public art.

### Headwaters Branding and Historical Landmark Initiative (1-3 Years)

Create the branding for the Headwaters district that includes the Headwaters Nature Preserve, Headwaters Nature Center, Headwaters Trail, and the Flint River Greenspaces. This process should include wayfinding of community assets and the creation of wayfinding markers that highlight physical and historical landmarks for the Willingham Drive corridor.

Table 1: Implementation Plan

| IMPLEMENTATION TASK                               | BRIEF DESCRIPTION   | TIMEFRAME   | RESPONSIBLE PARTY(IES)                      | PARTNER ORGANIZATIONS   | COST ESTIMATE  | POTENTIAL FUNDING SOURCE              |
|---|---|-------------|---|---|--|---------------------------------------|
| <b>ORGANIZATIONAL STRUCTURE AND COLLABORATION</b> |   |             |   |   |  |                                       |
| Create Willingham Corridor Task Force             | Utilizing members of the PMT and Stakeholder Committee, establish a task force or committee focused on implementing the Willingham Corridor vision. This is critical as several implementation items require coordination among multiple partners, including the three cities within the study area.  | 0-1 year    | City of East Point                          | City of College Park; City of Hapeville   | Staff Time   | Staff Time; City Funding              |
| <b>GREENSPACE AND TRAILS</b>                      |   |             |   |   |  |                                       |
| Headwaters Nature Preserve                        | Complete planning, design and construction of the Headwaters Nature Preserve park. Cities and other partners should prioritize the completion of this new greenspace.   | 1 – 3 Years | City of College Park; City of East Point    | Finding the Flint; The Conservation Fund  | \$3,300,000  | General Fund / SPLOST / Bond / Grants |
| Headwaters Trail Corridor Plan                    | Feasibility/scoping study to determine alignment, design, crossings, ROW needs and phasing of the entire Headwaters Trail corridor.   | 1 – 3 Years | City of East Point                          | PATH Foundation; Aerotropolis ATL; City of Hapeville  | \$100,000 - \$200,000  | General Fund / SPLOST / Bond / Grants |
| Headwaters Trail (First Phase)                    | Design and construction of Headwaters Trail from Main Street to Headwaters Nature Preserve.   | 2 – 4 Years | City of East Point                          | PATH Foundation; Aerotropolis ATL; City of College Park   | \$805,000 (0.4 mile trail @ \$2M / mile)   | General Fund / SPLOST / Bond / Grants |
| Headwaters Nature Center/ Park expansion          | Feasibility study to identify potential expansion and creation of a Nature Center. Identify partners and funding.   | 3 – 5 Years | City of College Park; City of East Point    | Finding the Flint; American Rivers; Potential: The Conservation Fund; The Trust for Public Land; The Nature Conservancy | \$150,000  | General Fund / SPLOST / Bond / Grants |
| Flint River Greenspace Design                     | Work with property owners to design greenspaces along the Flint River. The area east of Bobby Brown Parkway, south of Willingham Drive and west/northwest of Interstate 85 is a priority location for this study. Other locations include: the area east of Interstate 85 near International Boulevard in Hapeville, the parcel at 1304 Willingham, parcels between Bachelor St and Norman Berry (GA Power substation). | 3 – 5 Years | City of East Point; private property owners | Finding the Flint; The Conservation Fund; The Trust for Public Land   | Bobby Brown: \$60,000; Intl Blvd: \$20,000; 1304 Willingham: \$20,000; Bachelor St-Norman Berry parcels: \$30,000. Total \$130,000 | General Fund / SPLOST / Bond / Grants |
| New Park at General Chemical Site Study           | Feasibility study to analyze potential use of General Chemical site for new park land.  | 3 – 5 Years | City of East Point; private property owners | The Conservation Fund; The Trust for Public Land; The Nature Conservancy  | \$50,000 - \$75,000  | General Fund / SPLOST / Bond / Grants |
| Flint River Greenspaces Construction              | Construction of new greenspaces along Willingham Drive providing access to the Flint River headwaters stream.   | 4 – 8 Years | City of East Point; private property owners | Finding the Flint; The Conservation Fund; The Trust for Public Land   | \$3,000,000 (\$300,000 / acre including P&E)   | General Fund / SPLOST / Bond / Grants |

| IMPLEMENTATION TASK  | BRIEF DESCRIPTION   | TIMEFRAME                              | RESPONSIBLE PARTY(IES)                                      | PARTNER ORGANIZATIONS   | COST ESTIMATE  | POTENTIAL FUNDING SOURCE  |
|--|---|--|---|---|--|---|
| <b>LAND USE AND ZONING</b>   |   |  |   |   |  |   |
| Update the Future Land Use Map for Catalytic Sites and Key Parcels       | Update the Future Land Use Map and district designations for key parcels within the study area to be consistent with the vision of the Unified Development Code.                    | 0 – 1 Year                             | City of College Park, City of East Point, City of Hapeville | N/A   | Staff Time   | Staff Time; City Funding  |
| Zoning Changes to Catalytic Sites and Key Parcels                        | Update zoning map or rezone key parcels within the study area to be consistent with the vision of the plan, including the use of the new MC-CI district.                            | 0 – 1 Year                             | City of College Park, City of East Point, City of Hapeville | N/A   | Staff Time   | Staff Time; City Funding  |
| Zoning Revisions   | Update zoning code to include provisions for the Headwaters Trail, greenspace, stormwater; exclude future heavy industrial uses; add incentives and or reduce parking requirements. | 0 – 2 Years                            | City of College Park, City of East Point, City of Hapeville | N/A   | Staff Time   | Staff Time; City Funding  |
| Promote public land acquisition and consider public-private partnerships | Promote land assemblage to develop larger transformational projects. Consider public/private partnerships and other strategies.   | 0 – 10 Years                           | City of East Point  | East Point Business and Industrial Development Authority (BIDA) | Varies based on sites acquired and public-private partnerships | East Point Business and Industrial Development Authority (BIDA); private funding  |
| <b>TRANSPORTATION</b>  |   |  |   |   |  |   |
| Improve MARTA Bus Stops  | Work with MARTA and other partners to improve bus stops within the study area including adding shelters, seating, lighting and other amenities.                                     | 0 – 3 Years (Initial Study and Design) | MARTA   | City of College Park; City of East Point                        | \$45,000 (Initial Study and Design)                            | City Funds, ARC, MARTA  |
| Sylvan Road Connector Feasibility Study                                  | Determine possible alignment and cost of creating a new connection from Sylvan Road near Interstate 85 to RN Martin Street.   | 1-3 Years                              | City of East Point  | East Point Business and Industrial Development Authority (BIDA) | \$75,000   | City Funds, State Funds, ARC  |
| Willingham Drive-International Boulevard Connector Feasibility Study     | Determine possible alignment and cost of creating a new connection from Willingham Drive to International Drive.  | 1-3 Years                              | City of Hapeville   | Development Authority of Hapeville, GDOT                        | \$45,000   | City Funds, State Funds, ARC  |
| Willingham Drive Sidewalk Extension                                      | The project designs and constructs a six-foot sidewalk extension along the south side of Willingham Drive from Plant Street to Elm Street.  | 2 – 4 Years                            | City of East Point  | City of College Park  | \$50,000-\$200,000 (Design and Construction)                   | General Fund / SPLOST / Bond / Grants   |
| Interchange Access Study   | Sylvan Road and Virginia Avenue interchanges.   | 3-5 years                              | City of College Park, City of East Point, City of Hapeville | ARC, GDOT   | \$250,000-300,000  | ARC Transportation Improvement Program (TIP) funding, State funding, City funding |
| Updated/Safe Rail Crossings  | Analyze current at-grade rail crossings along Central Avenue within and adjacent to the study area, and identify potential improvements.  | 3-5 Years                              | City of East Point, City of Hapeville                       | City of College Park, GDOT, ARC                                 | \$125,000  | City Funds, State Funds, ARC  |
| Willingham Drive/Central Avenue Routing                                  | Study feasibility of routing traffic from Central Avenue to Willingham via modified or new connections.   | 3-5 Years                              | City of East Point, City of Hapeville                       | City of College Park, GDOT                                      | \$100,000  | City Funds, State Funds, ARC  |
| East Main Street Bicycle Boulevard Feasibility Study                     | Feasibility study of planned bicycle connection from Willingham Drive to the College Park MARTA Station.  | 3-5 Years                              | City of College Park  | City of East Point  | \$830,000  | General Fund / SPLOST / Bond / Grants   |

| IMPLEMENTATION TASK                              | BRIEF DESCRIPTION  | TIMEFRAME   | RESPONSIBLE PARTY(IES)                                      | PARTNER ORGANIZATIONS  | COST ESTIMATE                             | POTENTIAL FUNDING SOURCE                     |
|--|--|-------------|---|--|---|--|
| <b>ECONOMIC DEVELOPMENT</b>                      |  |             |   |  |   |  |
| Establish Headwaters Creative Hub (Organization) | Create task force or organization to support the creation of the Headwaters Creative Hub. This group would be focused on identifying a location, potential partners, needs and requirements and developing a strategy.   | 0 – 1 Year  | City of East Point  | City of College Park; City of Hapeville; and Environmental Protection Agency (EPA)                       | Staff Time                                | Staff Time; City Funding                     |
| Expand or Create a Tax Allocation District (TAD) | Expand the existing TAD or create a new TAD that would include the Willingham Drive and Central Avenue areas.  | 0 – 3 Years | City of East Point  | East Point Business and Industrial Development Authority (BIDA)  | Staff Time                                | City Funding; State Funding                  |
| Streamlined Development Review Process           | Work with site owners and development partners to insure streamlined development review process. Proactively seek opportunities to use TAD funding to support project elements that support vision of LCI plan and TAD redevelopment plan  | 0 – 5 Years | City of East Point  | City of College Park; City of Hapeville; East Point Business and Industrial Development Authority (BIDA) | Staff Time                                | Staff Time; City Funding                     |
| Conduct Brownfield Assessment of Catalytic Sites | Using existing or new EPA Brownfield grants, assess catalytic sites for potential contamination and identify needed mitigation.  | 0 – 5 Years | City of East Point  | East Point Business and Industrial Development Authority (BIDA)  | Staff Time, Varies by assessment and site | Federal Funding; City Funding; EPA           |
| Brownfield Clean-Up and Remediation              | Continue assessing Brownfields within the study area and identify needed mitigation and funds to support clean-up.   | 0 – 5 Years | City of East Point  | EPA, EPD   | Staff Time, Varies by assessment and site | Federal Funding; City Funding; EPA           |
| Incentivize Job Creation                         | Incentivize job creation through industrial tax incentives, using precedents such as Georgia's incentivized film production through tax credits  | 2 – 5 Years | City of East Point  | East Point Business and Industrial Development Authority (BIDA)  | Varies based on incentives                | Federal Funding; City Funding; State Funding |
| Parking Deck Feasibility Study and Design        | Study the potential of a parking deck within the catalytic sites, specifically those near the intersection of Willingham Drive and Bobby Brown Parkway in East Point and International Boulevard and Lang Avenue in Hapeville. These decks may be constructed as public decks or as a public-private partnership between a developer and local jurisdiction. | 3-5 Years   | City of College Park, City of East Point, City of Hapeville | College Park BIDA, East Point BIDA, Hapeville Development Authority                                      | XX  | City Funds, Public-private partnership       |
| Target Industry and Development Attraction       | Develop a strategy to target industries and development to the area. This includes, but is not limited to breweries, creative industries, restaurants and food preparation, flexible office, and multifamily residential.  | Ongoing     | Cities of College Park, East Point and Hapeville            | College Park BIDA, East Point BIDA, Hapeville Development Authority, Aerotropolis Atlanta Alliance       | Staff Time                                | Staff Time, City Funding                     |
| Technical Support Initiatives                    | Provide technical support where possible to facilitate quality redevelopment efforts in LCI study area. Examples of technical support include stormwater engineering analyses, project-specific economic and real estate analyses, design concepts, facilitation of meetings, and coordination of events and programs.                                       | Ongoing     | City of East Point  | City of College Park; City of Hapeville; East Point Business and Industrial Development Authority (BIDA) | Staff Time                                | Staff Time; City Funding                     |

| IMPLEMENTATION TASK                                    | BRIEF DESCRIPTION  | TIMEFRAME                          | RESPONSIBLE PARTY(IES)  | PARTNER ORGANIZATIONS  | COST ESTIMATE                     | POTENTIAL FUNDING SOURCE                               |
|--|--|------------------------------------|---|--|-----------------------------------|--|
| <b>PLACEMAKING AND PROGRAMMING</b>                     |  |                                    |   |  |                                   |  |
| Public Art/MARTA Bridge and Wall Mural                 | Partner with MARTA to create murals or other public art on the MARTA bridge over Willingham Drive and the retaining wall north of Willingham Drive.  | 0 – 5 Years                        | City of East Point; MARTA   | MARTA  | Varies based on project specifics | City Funds, Fulton County Arts Council, MARTA Artbound |
| Streets Alive Willingham Drive                         | Partner with area stakeholders to host a Willingham Streets Alive event to highlight the Flint and the potential of the area.  | 0 – 5 Years                        | City of East Point; East Point Main Street Association (EPMSA), City of College Park, City of Hapeville | Aerotropolis Atlanta Alliance  | Staff Time (Initial organization) | Staff Time, City Funding                               |
| Flint River Festival                                   | Partner with other communities along the Flint River to host a Flint River Festival to celebrate this important ecosystem and community amenity.   | 0 – 5 Years                        | City of East Point; Finding the Flint   | Atlanta Regional Commission; American Rivers                               | Staff Time (Initial organization) | Staff Time, City Funding                               |
| Gateway Landscaping                                    | Provide landscaping for the Willingham Drive gateways/entryways that establishes an introduction to the corridor. Gateway landscaping should include wayfinding for the corridor that features the branding for the Headwaters district. | 1 – 3 Years                        | Cities of College Park, East Point and Hapeville  | Georgia Department of Transportation                                       | XX                                | City Funding, State Funding                            |
| Headwaters Branding and Historical Landmark Initiative | Create the branding for the Headwaters district that includes the Headwaters Nature Preserve, Headwaters Nature Center, Headwaters Trail, and the Flint River Greenspaces.   | 1-3 Years (initial branding study) | Cities of College Park, East Point and Hapeville  | Aerotropolis Atlanta Alliance, ARC, Georgia Historic Preservation Division | \$75,000 (initial branding study) | City Funding, State Funding, ARC                       |

# WILLINGHAM DRIVE IMPLEMENTATION PLAN

## 100-Day Action Plan

Providing short-term guidance for outlining the implementation plan's next steps towards executing the Implementation Plan, the 100-Day Action Plan identifies initial tasks and responsibilities for each action. Action Plan recommendations are intended to be low- to no-cost tasks that can be pursued immediately.

| Action/Description   | Cost       | Responsible Party                             | Funding Source                                | Partner Organizations  |
|--|------------|---|---|--|
| Educate elected officials/public on plan   | Staff time | Cities of College Park; East Point; Hapeville | Cities of College Park; East Point; Hapeville | College Park and East Point BIDA, Hapeville Development Authority  |
| Initiate the creation of the Willingham Corridor Task Force  | Staff time | Cities of College Park; East Point; Hapeville | Cities of College Park; East Point; Hapeville | Aerotropolis Atlanta Alliance, Finding the Flint, Woodward Academy, Members of the Stakeholder Committee |
| Initiate discussions with MARTA on possible bridge and retaining wall art.   | Staff Time | Cities of College Park and Hapeville          | Cities of College Park; East Point; Hapeville | MARTA, Woodward Academy  |
| Initiate coordination with ARC and MARTA on stop improvements  | Staff time | Cities of College Park; East Point; Hapeville | Cities of College Park; East Point; Hapeville | MARTA, ARC   |
| Identify vacant building for temporary use including community event, art installation, etc.                                 | Staff Time | Cities of College Park; East Point; Hapeville | Cities of College Park; East Point; Hapeville | Aerotropolis Atlanta Alliance, Finding the Flint, Woodward Academy, Members of the Stakeholder Committee |
| Initiate discussions on organization of Streets Alive or Flint River Festival  | Staff time | Cities of College Park; East Point; Hapeville | Cities of College Park; East Point; Hapeville | Aerotropolis Atlanta Alliance, Finding the Flint, Woodward Academy, Members of the Stakeholder Committee |
| Confirm with Georgia Department of Community Affairs location and eligibility of State Opportunity Zones                     | Staff time | Cities of College Park; East Point; Hapeville | Cities of College Park; East Point; Hapeville | Georgia DCA, College Park and East Point BIDA, Hapeville Development Authority                           |
| Initiate discussion with GDOT Office of Utilities about railroad crossing coordination                                       | Staff time | City of Hapeville                             | City of Hapeville                             | GDOT   |
| Code Enforcement   | Staff time | Cities of College Park; East Point; Hapeville | Cities of College Park; East Point; Hapeville | N/A  |
| Continue discussions with the Georgia Environmental Protection Division (EPD) on assessing existing or new Brownfield grants | Staff Time | City of East Point                            | City of East Point; EPD Grant                 | Georgia EPD  |

# WILLINGHAM

## CORRIDOR STUDY





# CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

## WORKSHOP AGENDA ITEM

DOC ID: 9542

**DATE:** March 16, 2022

**TO:** The Honorable Mayor and Members of City Council

**THROUGH:** Darnetta Tyus, City Manager

**FROM:** Artie Jones, Director of Economic Development

**RE:** Finding the Flint Headwaters Update

Economic Development staff has been working with the Finding the Flint Headwaters Nature Preserve project since 2017. Hannah Palmer of Finding the Flint and Stacy Funderburke of The Conservation Fund will be providing updates related to the Headwaters project, Finding the Flint, grant funding and property acquisition activities.

### ATTACHMENTS:

- FTF\_Headwaters\_2022 (PDF)
- FTF Priority Projects (PDF)
- Headwaters\_Timeline (PDF)
- CP-Headwaters-FInal (PDF)
- Headwaters Model-Image 1 (PDF)
- Headwaters Model-Image 2 (PDF)
- Headwaters Model-Image 3 (PDF)
- Headwaters Model-Image 4 (PDF)
- Headwaters Model-Image 5 (PDF)

### Review:

- Artie Jones Completed 03/16/2022 11:16 AM
- Sonya Harold Completed 03/16/2022 11:27 AM
- Darnetta Tyus Completed 03/16/2022 1:51 PM
- Mayor & City Council Pending 03/21/2022 6:00 PM

# Flint Headwaters Nature Preserve

COLLEGE PARK, GEORGIA



## PROJECT STATS

- **7.8 acres** located in College Park and East Point
- **Owned by MARTA**
- **Former site** of Gate City Cotton Mills (1900-1965)
- **Stakeholders:** MARTA, College Park Business & Industrial Development Authority (BIDA), Woodward Academy, City of East Point
- **Community Stakeholders:** Egan Park, Historic College Park, East Washington Community

Transforming a fenced-off meadow where the headwaters first emerge into College Park's first nature preserve and outdoor classroom.

## THE CHALLENGE

The source of the Flint River in East Point was called "Magnesia Springs" at the turn of the century, but it was piped underground as industries grew along the railroad. This site, right on the boundary of College Park and East Point, is where the stream first daylight. MARTA purchased the property in 1985 to manage stormwater from the new East Point rail station upstream. The property has sat undeveloped and ignored since then.

## THE OPPORTUNITY

The City of College Park is negotiating with MARTA on a longterm lease-to-purchase agreement for this property. With stream restoration and a flood easement, this could be a lush public greenspace in a city that lacks access to nature. Residents and neighboring institutions like Woodward Academy are enthusiastic about the possibility of trails, gardens, and outdoor learning opportunities at the source of the Flint River.

Finding  
the Flint

DRAFT CONCEPT 9/2021

# Headwaters Nature Preserve

COLLEGE PARK, GEORGIA



# Finding the Flint

## FINDING THE FLINT

# Priority Projects

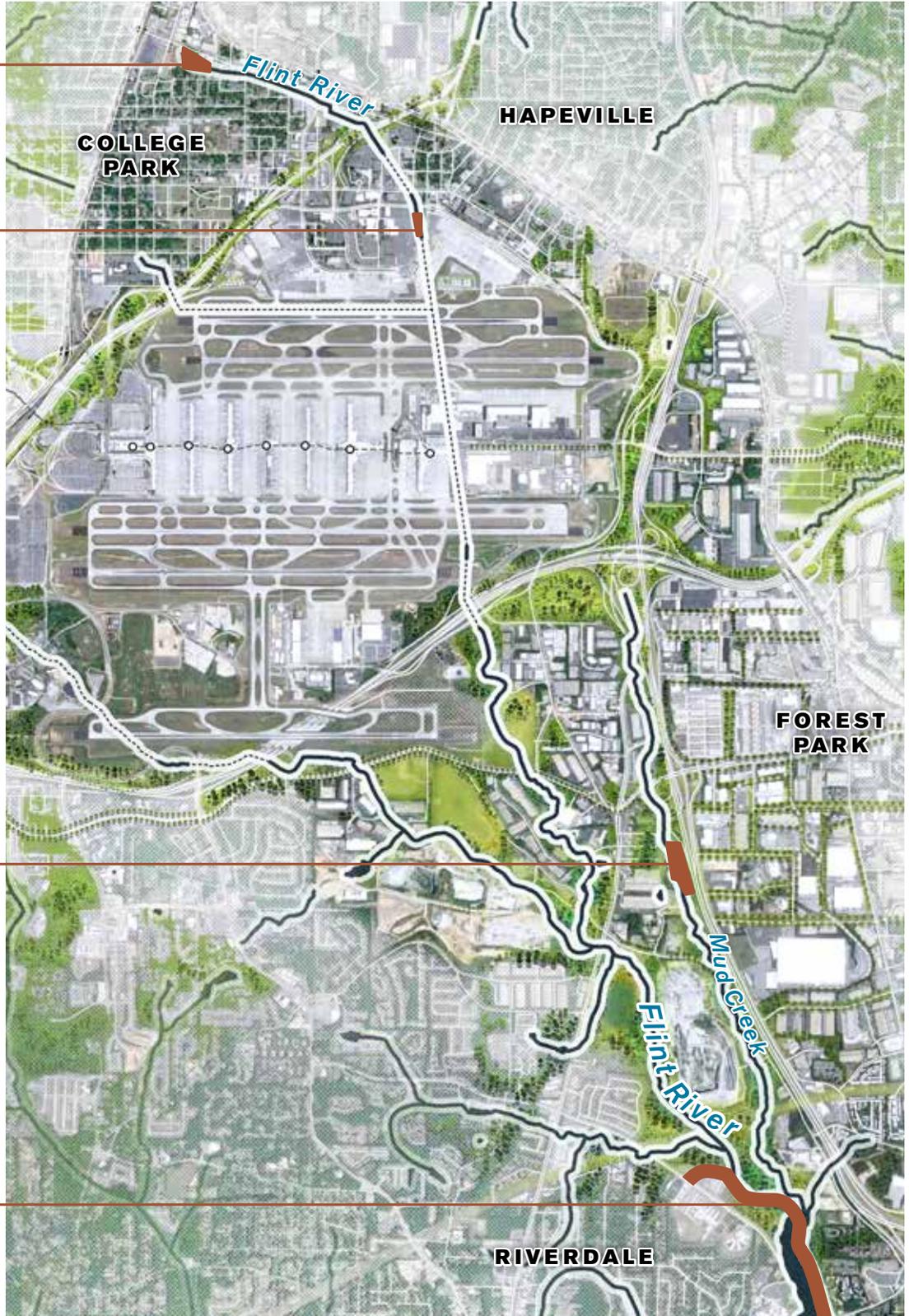
We are simultaneously advancing a series of restoration projects that meaningfully improve the health of the headwaters and quality of life on the southside. We have identified several sites where the Flint River and Aerotropolis redevelopment projects come together. These priority projects represent immediate opportunities to improve the Flint River and catalyze sustainable development in the airport area.

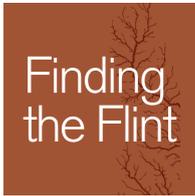
**RIVER MILE 346.3**  
**Headwaters Nature Preserve**

**RIVER MILE 344.5**  
**Delta Restoration Park**

**RIVER MILE 341**  
**Mud Creek Trailhead**

**RIVER MILE 338.5**  
**Flint River Trail Model Mile**

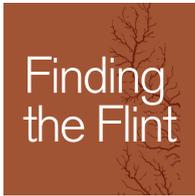




PRIORITY PROJECTS

# Headwaters Nature Preserve

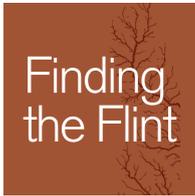




PRIORITY PROJECTS

# Headwaters Nature Preserve





PRIORITY PROJECTS

# Headwaters Nature Preserve



2018

At the first Finding the Flint Working Group meeting, College Park's engineer suggests the 7+ acre MARTA property on Willingham Drive as a potential park.

FTF Working Group participates in a design charrette for the property.



FTF landscape architects & engineers produce initial concept sketches for the nature preserve.

2019

FTF leads a series of public Community Conversations leading up to a proposal to MARTA leadership.



2020



Georgia Power Community & Economic Development produces a 3D fly-through of the park concept, pro bono. College Park BIDA agrees to pursue the project.

2021

**Jeffrey A. Parker**  
@CEOMARTA

MARTA believes that the mission of Finding the Flint and the mission of MARTA are absolutely complementary - from reducing flooded streets, which can sometimes impact the reliability of our bus service, to helping people have additional routes for walking and cycling in the area.

2022

MARTA's Board votes to authorize the sale of the property and endorses the FTF vision.



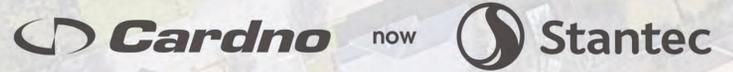
U.S. Environmental Protection Agency (EPA) awards nearly \$1.5M to the city for Brownfields Assessment and Cleanup.

Federal Transit Administration (FTA) approves MARTA sale of the property to College Park.



- Trail Head Signage #1
- Entry Drive (24' Wide)
- Trash Collection Device
- Multi-use Concrete Path (8' Wide)
- Bike Rack
- Compact Parking (4 Spaces)
- Parking Lot (4 Spaces, 1 ADA Space)
- Trail Head Signage #3
- Water Fountain
- Ranger Office & Maintenance Shed
- Orchard
- Proposed Gate and Trail Connection to Woodward Academy
- Existing Asphalt Trail
- Existing Asphalt to parking lot

N/F PROPERTY OF  
**MARTA**  
 PARCEL SB65 PER MARTA RECORDS  
 SITE AREA  
 7.255 Acres  
 316,017 SF

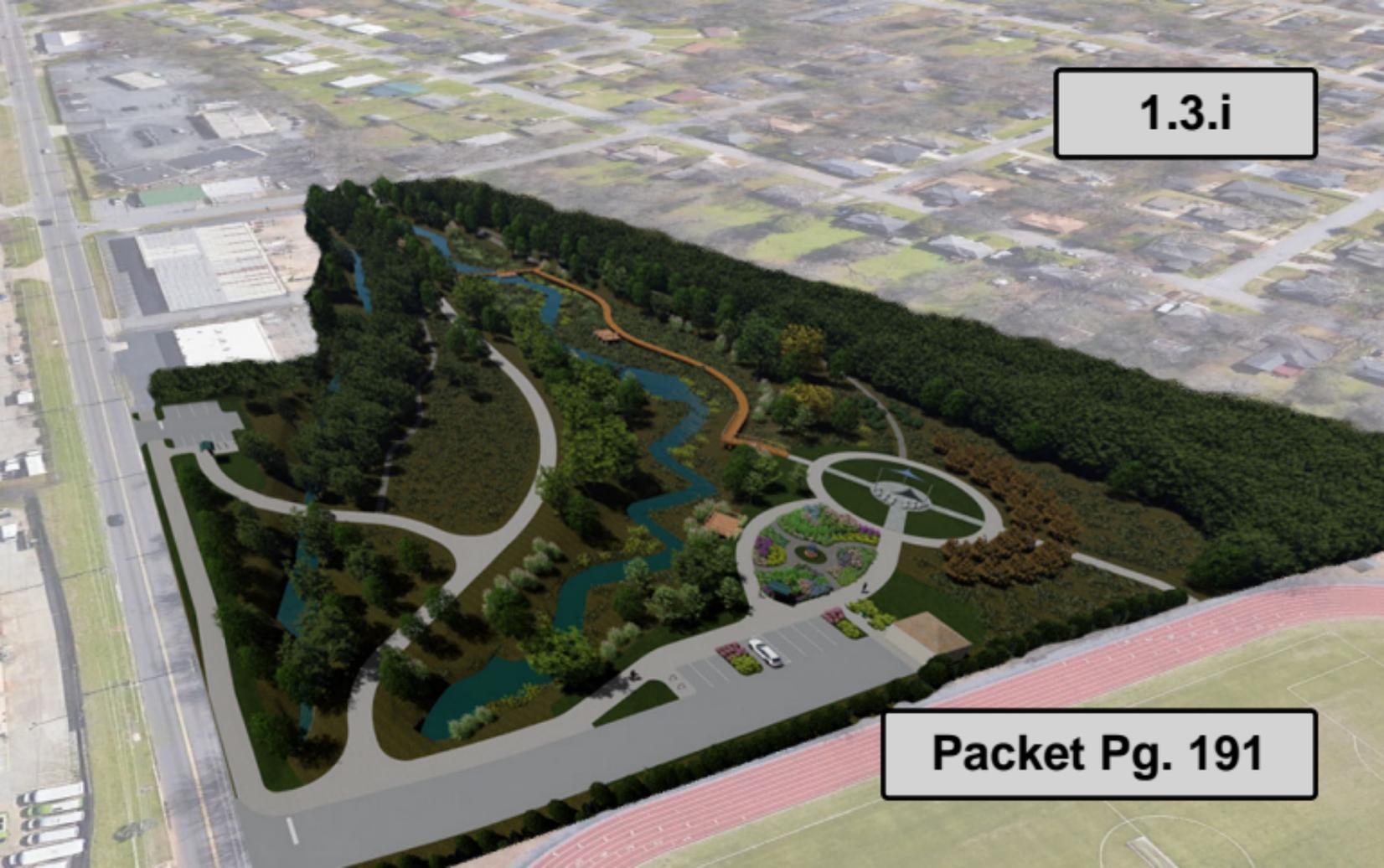










An aerial rendering of a park design. The park features a winding stream with several pools, a network of light-colored paths, and a central circular area with colorful landscaping. A red running track and a green field are visible in the foreground. The background shows a residential neighborhood with houses and streets. The design is overlaid on a semi-transparent map of the area.

**1.3.i**

**Packet Pg. 191**